

CHAPTER LEADER HANDBOOK



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A NOTE FROM HEART LINK NETWORK WORLDWIDE CEO CAPRICE CREBAR

Congratulations and welcome to the Heart Link Network Worldwide (HLNW) family! HLNW is the entrepreneurial woman's home for quality virtual and in-person networking events, accelerated business growth, heart-centered community, quality referrals, meaningful connections, abundant resources and professional and personal skill building!

You have joined a team of extraordinary, caring, intelligent and high integrity women with a mutual respect and desire to support one another. By becoming licensed to offer Heart Link Network Worldwide monthly networking events, you have identified yourself as a woman not only eager to grow her own business but also interested in facilitating connections within your community to help other women rise in business and in life. Heart Link Network Worldwide gatherings are unique because they are a sincere and powerful way to establish and grow meaningful and strategic relationships, gain more visibility for your business and support other women in their success. When women feel that you genuinely care about their success, they begin to open up and genuinely care about yours. HLNW is dedicated to linking women from the heart, providing trusted resources, new ideas, products, services, and opportunities for growth and development.

We do not require an annual commitment to attend our in-person and virtual events. As a result, there is a wonderful blend of returning attendees and first-timers. This compliment creates continual excitement and expands who you know and who knows you! I'm honored to help you duplicate the HLNW success model and share the expertise I've gained since I started leading my own South Orange County, CA Chapter in 2010. Thank you for becoming an integral part of our HLNW leadership!



A NOTE FROM HEART LINK NETWORK WORLDWIDE VICE-PRESIDENT CHARLOTTE HABEGGER

Welcome to HLNW! I happened upon this network while looking for a way to share my business that was also compatible with my life and schedule as a work-at-home single mom. The format of the meetings, and the fact that they are open to all women, gave it a special appeal to other moms in business as well as busy entrepreneurial women who

enjoyed how easily it fit into their lives.

Our chapter here in Québec, QC Canada has been holding in-person events since 2014. We added virtual events in 2020. We have grown so much that we now have two chapters in our greater area and a new leader was able to start her own chapter.

A true community has been built around these two chapters and many lives have been changed, through new friendships, strong connections, support through tough times, and many opportunities for growth both personally or professionally.

Our chapter is very dynamic! We have learned so much about nurturing business and community. I look forward to sharing it with all of you, as well as my experience and expertise in networking and business development through human connections!

“We aren’t the ME community, we are the WE community”

HLNW BENEFITS FOR ENTREPRENEURIAL WOMEN

- A constant flow of quality leads in your sales funnel
- A growth track for your business that multiplies your income
- Acceptance and support from a heart-centered community
- An opportunity to become a leader in your community
- A place to express yourself and share your gifts and talents
- A community that encourages you to think and dream bigger
- Access to trusted resources
- A greater feeling of accomplishment and self worth
- A platform to amplify your contribution in the world
- An opportunity to bless others abundantly
- A network of women who have your back and genuinely care
- An organization that gives back to the community
- A networking group with a signature blend of business and fun

HLNW MISSION STATEMENT

To elevate the businesses and the lives of entrepreneurial women by uniting, collaborating, networking, nurturing, mentoring and providing opportunities for growth. We are committed to linking women from the heart and supporting genuine connections that build prosperity through meaningful and strategic relationships.

HLNW VISION STATEMENT

To empower millions of women worldwide to fulfill their potential and realize their dreams.

HLNW CORE VALUES

When selecting a networking organization, it is important that the attendees know and believe in the core values. When the core values align with your attendees' core values it creates a stronger bond with your HLNW community.

1. **Friendship First** - We establish meaningful relationships and genuinely care about one another as human beings. This philosophy leads to quality referrals, more conversions, more collaborations and strategic partnerships.
2. **We Complete Not Compete** - We have an abundance mentality. We all work together for the greater good, even when representing the same industry. There is room at the table for everyone, and there are always women “in the room” who you are just the perfect person to serve.
3. **Always Add Value** - Whether you attend an in-person meeting, a virtual event or engage in one of our on-line communities our philosophy is “give to grow”! Serve others first. Being generous with your gifts and talents earns you more referrals and loyal clients.
4. **We Rise by Lifting Others** - When women approach business with a collaborative spirit everyone rises together!

H

Hold Onto Hope

E

Enhance, Edify and
Encourage those
around you

A

Appreciate everything

R

Reach for the stars.
Dare to live your
greatest dreams.

T

Take Action. It is not
enough to dream, you
must take action.

HLNW CHAPTER LEADER BENEFITS

Increase your visibility and expand your circle of influence by being a valuable connector in your community - We recognize that it is NOT what you know; it is NOT who you know, BUT WHO KNOWS YOU that counts in expanding your business. Becoming a HLNW chapter leader provides you the perfect opportunity to be a stand out leader within your community and to gain a reputation for having a heart for women and their success.

Give to grow - HLNW is first and foremost about giving and adding value for others which creates abundance for all. Women are designed hormonally and emotionally to be givers. Becoming an HLNW Chapter Leader is a generous gift of your passion and purpose to help women rise to greater heights in business and life!

Enjoy the support of an admired and respected international organization - HLNW is dedicated to the empowerment, inspiration and growth of ALL professional women. Over 50 years of professional networking, psychological, physiological and emotional research is behind the development and structure of HLNW. Being a part of an international organization gives you as a leader the credibility, guidance, support, education, tools and exposure that is imperative to your networking success. The marketing and advertising benefits associated with being a leader for this respected and admired organization are extraordinary.

Increase your online exposure and inbound marketing - HLNW is an international organization with in-person and virtual business networking events that can be found by anyone in the world who seeks to find an event on our website. As a Chapter Leader you gain special log-in access to tools that will help you publicize your chapter and coordinate your events. Having a presence on the internet as a HLNW Chapter Leader will positively impact your SEO.

Enjoy the tax benefits of being a Heart Link Network Worldwide Chapter Leader - As a Chapter Leader, you operate a virtual franchise. Check with your CPA to see how best to expense and utilize your HLNW Chapter for business write-offs.

Receive valuable business networking success training - Networking with other entrepreneurial women is imperative to success and is a skill that can be developed and honed. The HLNW team consists of consummate business-networkers willing to coach and train you to build your business-networking muscles. Women who build their skills, WILL build their businesses.

CHECKLIST FOR LAUNCHING YOUR HLNW CHAPTER

- ☐ Read this handbook. Print & put training documents in a binder for reference
- ☐ Familiarize yourself with The HLNW meeting FORMAT
- ☐ Join our Facebook Group for Chapter Leaders
- ☐ Access your HLNW Chapter Leader Portal
- ☐ Customize your Chapter Leader Profile and 3 Months of Upcoming Events
- ☐ Create Your Local Chapter Facebook community
- ☐ Create digital and/or printable flyers to promote your event on-line and in person (downloadable templates coming soon)
- ☐ Create HLNW business cards (downloadable templates coming soon)
- ☐ Create a list of potential attendees to invite to your events. Example message:
"Hi Kim, I picked up your business card at the coffee shop (or saw you on FB/Instagram/linked in/Alignable, and thought you might benefit from my women's networking organization. My name is xxx and I serve our community by leading networking events for professional women. We are a high integrity community of entrepreneurial women with a mutual respect and desire to help each other grow. I look forward to introducing you and offering your brand as a trusted resource for our community to use and refer to others. Our next business networking event is on _____. May I send you an invitation?". Ask what communication channel they prefer... text, messenger, email.
- ☐ We want you to succeed and have created training and documents to help you in getting your Chapter off to a great start! If you have gone through the handbook & training videos, and still have questions, email Caprice at forhealthyconnections@gmail.com (this will change soon to a HLNW address)
- ☐ Attend our monthly Chapter Leader Zoom Calls call to bounce ideas, for advice and support.
- ☐ Start sharing HLNW with women who may like to become Chapter Leaders and remember that we give a referral bonus as a "thank you" when you refer women who become a Chapter Leader.

HLNW LEADER PORTAL

The HLNW Website can be reached at www.Heartlinknetwork.com, HLNW.com and heartlinknetworkworldwide.com. The HLNW brand will be visible throughout the US and Canada and is expanding into countries around the world. Anyone who accesses the website will be able to locate your chapter, learn about you and view your upcoming meetings. The website visitor can select a meeting, register and pay you directly through your Paypal account.

Once your HLNW Chapter Leader License is established you would have received an email granting you access to the HLNW Leader Portal. Via this portal you will be able to set up your Chapter Leader profile with a short bio, your photo and upload at least three months of your upcoming meetings.

Inside the Leader Portal you have access to edit your Chapter Details as well as Your Chapter Events. You can also access Chapter Leader tools such as this Chapter Leader Handbook.

YOUR COMMITMENT AS A HLNW CHAPTER LEADER

- **Review your signed agreement** for details and specifics for your chapter
- **Hold a minimum of one HLNW Networking Event** per calendar month following the guidelines, including name tags, HLNW designed format, distribution of a roster, and an invitation for the following month's event.
- **Keep your chapter profile and events updated** on the HLNW website with an appropriate picture, professional bio and at least 3 months of UPCOMING event dates AT ALL TIMES.
- Subscribe to Zoom or another effective on-line meeting place. Free Zoom is limited on time so you will need to have a Pro Account.

HLNW CHAPTER NETWORKING EVENT FORMAT

HLNW Networking Event General Guidelines

- Hold at least one in-person and/or virtual networking event per month.
- You can also hold additional networking events in the HLNW format (in person or virtual).
- Follow the established procedure set forth for events in this HLNW Handbook.
- Chapter Leader shall hold events at a location that is properly insured.
- HLNW does not condone the provision of alcohol during, just prior, just post, or in any way related to the events (if so, it will be at your own risk).
- It is recommended that discussions of sex, religion, or politics be avoided.

HLNW Networking Event Format

- Encourage attendees to register and pay early, this secures their commitment and will save you time.
- HLNW networking events typically last two hours in person (or less with smaller numbers) and 60 to 90 minutes for virtual meetings.
- Pick the type of event that works best for you and our group: in home, at a venue, on Zoom, Breakfast, Lunch, Evening Dinner or Social Event (in-person events are recommended to strengthen your community in your local area).
- A roster is provided to in-person attendees at the event, or emailed post-virtual event (usually at virtual you will have people who sign up at last minute, so ask that they provide full name, business name, email, phone and website in the chat so that you can complete the roster).
- Follow up with in-person and virtual attendees within 3 days by emailing a soft copy of the roster. This is a great opportunity to thank them, summarize some of the key points of the meeting such as thanking the speaker, announcing who won the next spotlight speaker and non-profit donation (if you incorporate that into your chapter) and announcing upcoming meetings.
- Suggest they label a three ring binder HLNW and put rosters from each HLNW meeting they attend inside as a library of trusted resources and for individual follow-up.

HLNW Networking Event Procedure

	Welcome (15 min)	Start (5 min)	HLNW (15 min)	Individual Presentations (20-40 min)	Shout-outs (10 min)	Close (5-30 min)
IN PERSON	Mingle & serve food (or take orders)	Get everyone's attention	Introduce yourself and the HLNW Mission, Vision, Core Values	90 sec to 2 min per person depending on group size	By hand raise guests give testimonials for others in the meeting	wheelofnames.com to do drawings. if any
VIRTUAL	Welcome people as they enter the zoom	Launch LIVE on your page or group. Call Caprice or Charlotte on how to do	Introduce your Spotlight Speaker if you have one	90 sec to 2 min per person depending on group size	Ask them to limit to 2 or 3 in interest of time	Thank you, next event and to use roster to follow up rather than adding to a mass mailing

HLNW Networking Event Fees

As a HLNW Chapter Leader you receive 100% of your meeting fees via a direct link from the registrant to your Paypal account. Chapter Leaders have some flexibility in what you charge based on what your market will bear, your venue and menu options. In addition to the Chapter Leader benefit of gaining greater visibility for your business, the best scenario is for HLNW to also add an incremental income for your efforts to create the HLNW networking opportunity in your community. Your goal as a Chapter Leader is to create an event that is a great value for the price. We recommend you set a price equal to your cost per person USD + \$15 USD per person. The Attendee Price for HLNW meetings must fall within \$25 and \$65 USD for in person events and \$15 USD for virtual events, with the first time offered for free (for international events or events outside of the US, contact us for recommended prices).

Examples: Your cost (which may include venue, food, drink, flyers, printing of rosters, other marketing expenses) divided by number of attendees + \$15 = Meeting rate. You will get a better idea of this as time goes on and you get a better sense of your average meeting size. Here are two scenarios: Your Cost (\$100) divide by 10 Attendees = $\$10 + \$15 = \$25$. Your profit in this scenario is $10 \times \$15 = \150 . Another scenario is Your Cost (\$300) divide by 20 = $\$15 + \$15 = \$30$. Your profit in this scenario is $20 \times \$15 = \300 .

Tips for minimizing your costs:

- Negotiate a special rate with the venue by promising repeat monthly business
- Negotiate a special rate with a restaurant to supply a meal at a special rate by promising repeat monthly business and to pass out flyers.
- Arrange with a caterer (preferably an attendee of your group) to supply a meal at her cost so that she gains more visibility for her catering business by allowing guests to try her food service.
- Arrange with a baker (preferably an attendee of your group) to supply a dessert at her cost so that she gains more visibility for her catering business by allowing guests to try her baked goods.
- If your home can comfortably and professionally accommodate your meeting, this is usually the lowest cost option. Talk to your insurance company about personal liability coverage to protect your assets.

HLNW CHAPTER LEADER FACEBOOK COMMUNITIES

- Be sure to join our Facebook Community for HLNW Chapter Leaders. This group is designed for Chapter Leader news and for you to ask questions that will benefit all Chapter Leaders: <https://www.facebook.com/groups/1090476114938043>
- Create your HLNW Chapter Facebook community for your attendees to network on-line in between meetings. Use this naming convention for your group: Heart Link Network Worldwide - Dallas, TX
- Your Facebook community is an excellent place to stay visible to your community, and to provide them the opportunity to add value (give to grow) in the community for one another. At HLNW our philosophy is GIVE TO GROW! Always add value for others and they will grow to trust you and your business! So what kind of value can your Facebook community members add? Here are some ideas!
 - Provide insight on a topic you are expert in
 - Provide tips based on knowledge you gained from a book
 - Share an article that will benefit entrepreneurial women
 - Provide support to others sharing in the community
 - Initiate question and answer sessions
 - Share behind-the-scenes of your business
 - Introduce someone else who can add value for the community
 - Share news and announcements that will add value for others
 - PROVIDE SOMEONE A TESTIMONIAL ABOUT YOUR EXPERIENCE WITH THEM, THEIR PRODUCTS or SERVICES!

HLNW TOOLS & TIPS FOR SUCCESS

- Make it diverse. Think outside the box. If you believe nurses might be a good audience, go and share your event information at hospitals. Think about the industries you would like to have in your HLNW Community and invite them! You want diversity, not just in background and demographics, but in industry/profession, too.
- Always remember to ask for referrals! When you call a woman who reacts positively to your event, ask her for the name of at least one of her friends that she would like you to invite.
- Create an email in this format YourCityHeartLink@gmail.com so that it is very easy to recognize. Build your HLNW list so that sending out invitations and reminders becomes easy.

- Take pictures! Our most successful Chapter Leaders include event pictures of their events in their facebook community.
- Send Thank you for Attending' emails, as well as their next month's invitation emails (or other communication tools such as Meetup, Project Broadcast, Alignable, Linked in, etc.)

Training videos (coming soon)

- Story of HLNW & what makes us stand out
- Networking Basics
- How to host and promote your chapter on Facebook: [How To](#) (text document) & [Visual tutorial](#) (video)
- Getting your chapter started, in person and virtually (online community, type and pricing of events)
- How to set up your event (with the website or event platforms)
- Grow your chapter: Who and How to invite
- Creating the Roster
- Holding the meeting
- Following up after the meeting
- What's in it for you as a Leader: promoting your own products and services with a heart-centered approach
- Leveraging social media marketing
- Creating connections & building relationships to foster a strong and long-lasting community