

Show Me the Value

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What is the value of NAPO membership? What do you get for your dues? What do you want for your dues?

At a recent board meeting, it was suggested that most members belong to the association because they expect that, in the long run, they will make more money than they would if they did not belong. After all, we are a group of people doing business in the field of organizing, and we come to NAPO to learn and enhance our careers. But we will only continue to belong if the benefits of membership outweigh the investment of the annual dues.

So where is the money? I would like to share just a few of the real-life examples I've heard around NAPO. As you read them, I challenge you to answer — What is the value of each of these? What would it be worth to you, item by item, to achieve the following:

- obtain a highly profitable, new client as a result of a referral from a colleague;
- be exposed to a pool of excellent subcontractors who can service your clients when you are not available, earning money for you while you are doing other work;
- be hired to conduct seminars at a major corporation because the potential client saw your chapter leadership position as a sign of credibility;
- get a stellar recommendation on a piece of software for your office from someone who thinks "organizing," saving you the headache and heartache of having to change later to a better program;
- learn intense pricing and sales strategies that empower you to raise your fees and boost your sales;
- receive a discount on the NAPO conference fee;
- get a direct lead to a publisher who is anxious to put out a book on organizing, just when you have been wondering how you are going to get your manuscript published;
- have a Get Organized Week press release written for you, as opposed to hiring a PR firm to create it from scratch;
- obtain a new client through the NAPO referral system;
- have a colleague hire you to co-author a book for which she already has a contract;
- land paid writing engagements, primarily because you had developed a portfolio of snappy writing samples by regularly contributing to *NAPO News*;
- experience immediate sales of your new product to NAPO colleagues because you had instant credibility through your NAPO relationships;
- get a burst of creativity, energy, and motivation from spending time at a NAPO meeting — one that prompts you to make 10 phone calls you have put off, resulting in four new clients;
- easily set up a network that allows you to earn referral fees for clients you send to other organizers;
- hear an idea for a new way to deliver your service during an informal conversation at conference — an idea that completely shifts your paradigm about how you do business and opens up an entire new revenue source;
- get discounts on Associate Member products that you purchase for your own office;
- make a profit by becoming a reseller of Associate Member products that can be purchased at a discount;
- learn a new technology or technique during a workshop that you can add to your consulting toolbox and bill your clients for teaching to them;
- discover a pre-qualified, skilled vendor for yourself — from a business coach to a computer consultant — that has direct knowledge of your industry and can help your business become more professional and profitable; or
- be quoted in a major magazine article because a colleague suggested the writer call you too, resulting in a flood of calls to your office from potential clients?

All in all, a pretty good value for an annual investment of your dues payment; just one of these examples can be worth hundreds to thousands of dollars in time saved and income increased. So when you're looking for the money, look to the list above, and look left and right. It's all around you.