

# Dynamic Network Associates

## “The DNA Truths”

1. The DNA Networking Group is a referral/leads group based on creating and maintaining long-term professional and personal relationships with the membership, members’ clients and other referrals. Members are expected to conduct themselves professionally and ethically.
2. Regular weekly meetings start at 7am and conclude at 8:30am. Members should respect the group, its members and the weekly speaker by planning to arrive on time and staying for the entire meeting. Late arrivals and early departures should be avoided, as they are disruptive to the meetings and can cause problems with the prompt serving of breakfast.
3. Success within the group depends on member participation in these regular weekly meetings, and other DNA-related activities whenever possible. DNA has had a long-established attendance policy for weekly meetings where members are expected to attend 3 out of 4 monthly meetings. Chronic or habitual absenteeism is a clear indication that a member lacks the ability or desire to be strong participant or contributor to the group. Since DNA offers its members industry-exclusivity and depends on the positive actions of its membership, spots at DNA are reserved for those willing to commit to and regularly participate at weekly meetings.
4. “Giver’s Get” is a DNA networking standard that clearly places responsibility on each person to try to help other members through referrals and leads without the immediate expectation of reciprocation. In fact, some recipients of your lead(s) may never reciprocate, while others, who have never received any lead(s) from you, may become an excellent on-going referral source for you.
5. Members, especially newer members, may experience many weeks or months pass before their networking efforts within the group are rewarded with leads or referrals. DNA does not promise instant or consistent rewards. Your success depends on how you develop your relationships at DNA.
6. DNA membership is not intended to be an opportunity to market your business *directly* to its members. DNA wants you to develop your fellow members into your referral sources, an informal “sales force” of sorts, but not necessarily into your automatic “customers”. However, most members regularly request each other’s services as a natural, but secondary, outcome of DNA membership. It is not required. Also, aggressively soliciting business directly from DNA members may actually sour your attempt to develop long-term referral sources out of the members.

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**Company Name**

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**Print Member Name**

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**Member Signature**

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**Date**