

SUCCESSFUL LOCAL BUSINESS NETWORKING

A Practical Handbook for Hosts



My New Future

How to use this handbook

This handbook takes you from first consideration to the successful operation of a local My New Future business networking group. It is written for experienced businesspeople, semi-retired professionals and existing networking organisers who want to bring useful local connections together.

Read Chapters 1 to 4 before deciding whether the opportunity suits you. Chapters 5 to 12 cover planning and launch. Chapters 13 to 23 explain member experience, growth, standards and rewards. Chapters 24 to 26 help you take action and obtain support.

The templates at the back can be copied and adapted. Replace all words in square brackets with your own details, and use the latest approved prices, links and promotional claims supplied by My New Future.

Important information

This handbook provides general operational guidance. It is not legal, financial, tax or professional advice. Membership benefits, tools, prices and reward terms may change, so confirm the current details before promoting your group.

Your guiding principle: create a welcoming place where useful business relationships can grow.

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1 Welcome to My New Future

This handbook is a practical guide to establishing and running a My New Future local business networking group. It explains the host opportunity, how to prepare for launch, how to run useful meetings and how to help members benefit from both face-to-face and online networking.

A successful host does not need to know everything about business. Your role is to bring good people together, create a welcoming structure and help members build trusted relationships. My New Future will provide guidance, ready-made promotional material and one-to-one support as you develop your group.

Use this handbook as a working guide. Add your own notes, follow the checklists and contact My New Future whenever you need help with the next step.

Host actions

- ✓ Read the whole handbook before setting a launch date.
- ✓ Make a list of three possible meeting areas.
- ✓ Arrange your introductory conversation with My New Future.

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2 Understanding the Host Opportunity

A Local Business Network Host brings business owners and professionals together for regular, friendly meetings. The host welcomes visitors, guides introductions, keeps the meeting useful and helps members make connections between meetings.

This is a flexible business opportunity rather than employment or a franchise. There is no host joining fee or franchise fee. You decide how much time you can give, while following the My New Future member standards and meeting format.

Existing networking organisers can also bring an established group into the network, giving their members access to the online community and the 12 business tools. Any change should be explained clearly to existing members before they are invited to subscribe.

Host actions

- ✓ Decide whether you will create a new group or bring an existing group.
- ✓ Write down why hosting appeals to you.
- ✓ Identify any questions to discuss during your one-to-one support call.

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3 Benefits of Becoming a Local Business Network Host

Hosting can increase your visibility within the local business community. By bringing people together consistently, you become known as a helpful connector and create opportunities to develop genuine relationships with potential customers, suppliers and collaborators.

You receive free access to the 12 My New Future AI business tools for your own business. You also receive a 30 percent recurring reward from qualifying memberships linked to your group while those memberships remain active.

The personal benefits matter too. Regular meetings can provide companionship, purpose, shared learning and the satisfaction of helping other local businesses progress. The strongest groups grow from trust and contribution, not aggressive selling.

Host actions

- ✓ List the contacts, skills and experience you can contribute.
- ✓ Choose one personal and one business goal for your first six months.
- ✓ Commit to creating a helpful, inclusive culture.

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4 How the Membership and Host Rewards Work

Members pay £29.99 per month for the combined membership package. This includes regular local meetings, access to the online community and access to the 12 business tools. The current offer and terms should always be confirmed on the My New Future website before promoting them.

The host reward is 30 percent of qualifying subscription income attributed to the host's group. At the current membership price, this is approximately £9 for each active member per month. Twenty active members would be approximately £180 per month, and forty would be approximately £360 per month.

These examples are illustrations, not guaranteed income. Actual rewards depend on successful attribution, active paid subscriptions, refunds, cancellations and the current affiliate terms. Keep accurate records and never promise a particular level of earnings.

Host actions

- ✓ Obtain your personal tracking or affiliate link.
- ✓ Read the current affiliate terms.
- ✓ Use the rewards calculator for planning, not as an income promise.

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5 Choosing the Right Area for Your Group

A good meeting area is easy to reach, has a healthy mix of local businesses and is not already overcrowded with similar meetings. Start with a place you know well and where you already have some contacts.

Think about travel time, public transport, parking and accessibility. A named town, district or postcode area usually gives a group a clearer identity than a very wide region.

Before confirming the area, make a simple list of local business parks, independent retailers, professional services, community organisations and existing networking events. My New Future can help you consider whether the area is suitable.

Host actions

- ✓ Define a clear local area for the group.
- ✓ List at least 30 businesses you could invite.
- ✓ Check transport, parking and accessibility.

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6 Finding an Affordable Meeting Venue

Suitable venues can include hotels, cafes, community centres, libraries, business centres, golf clubs and private rooms in restaurants or pubs. Look for a welcoming space that is quiet enough for conversation and flexible enough to grow.

Ask whether the venue will provide the room without charge when attendees buy refreshments. If there is a room fee, establish exactly how it will be covered before advertising the meeting. Do not commit to a long contract at the beginning.

Visit the venue at the proposed meeting time. Check seating, noise, lighting, Wi-Fi, power sockets, toilets, accessibility, parking and public transport. Confirm arrangements in writing.

Host actions

- ✓ Shortlist three possible venues.
- ✓ Visit each venue at the intended meeting time.
- ✓ Confirm costs, refreshments and cancellation terms in writing.

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7 Choosing Meeting Dates and Times

Consistency helps people form a habit. A meeting every two weeks on the same day and at the same time is easy to remember, but monthly meetings may suit some areas better while the group is new.

Breakfast meetings suit early starters; lunchtime meetings may work for town-centre businesses; early evening meetings can help people who cannot leave work during the day. Ask your first prospects which option they would genuinely attend.

Avoid major local events and public holidays. Publish at least three meeting dates in advance and explain the arrival time, formal start time and expected finish.

Host actions

- ✓ Select a regular day and time.
- ✓ Confirm the first three dates with the venue.
- ✓ Publish arrival and finishing times clearly.

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8 Creating Your Local Group Identity

Use a straightforward name connected to the place, such as My New Future Newcastle Central Business Network. A clear name helps people understand where the group meets and makes online searches easier.

Use the approved My New Future wording, colours and promotional materials. Do not create promises, membership benefits or prices that differ from the current offer without written agreement.

Your own personality should still come through. A host can make a group distinctive through its welcome, topics, local knowledge and member success stories while keeping the overall brand consistent.

Host actions

- ✓ Agree the group name with My New Future.
- ✓ Use approved logos and current membership wording.
- ✓ Write a one-sentence description of the group.

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9 Attracting Your First Members

Begin with people who already know or trust you. Make a warm list of former customers, suppliers, colleagues, neighbours, professional advisers and local business owners. Personal invitations usually work better than a general advertisement when a group is new.

Explain the complete value: face-to-face meetings, online connections and practical business tools. Invite prospects to a launch or visitor meeting where they can experience the atmosphere before deciding.

Aim for a balanced group rather than filling it quickly. A useful mix might include trades, retailers, consultants, creative businesses, health and wellbeing providers, financial professionals and community enterprises.

Host actions

- ✓ Create a warm list of at least 40 people.
- ✓ Personally invite the first 15 prospects.
- ✓ Track replies and follow-up dates.

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10 Using Your Ready Made Marketing Materials

My New Future will provide ready-made social media text, images and videos to help you promote the group. Add your name, local area, meeting details and approved contact information before posting.

Use a clear call to action, such as booking a visitor place or registering interest. Check every date, link and venue detail before publishing. Never post personal information about a member without permission.

Consistency is more important than posting constantly. A simple weekly rhythm can include an invitation, a useful business tip, a member introduction and a reminder before the meeting.

Host actions

- ✓ Personalise the approved launch materials.
- ✓ Test every registration and affiliate link.
- ✓ Prepare four weeks of scheduled posts.

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11 Planning and Launching Your First Meeting

Give yourself enough preparation time. Four to six weeks allows you to confirm the venue, invite prospects, answer questions and build interest without unnecessary pressure.

Your first meeting should demonstrate the experience you intend to provide: a warm welcome, clear introductions, useful conversation and a reliable finish time. Avoid filling the session with lengthy presentations.

Prepare name badges, an attendance list, a printed agenda and a simple way to collect permission for follow-up. Confirm attendance two days before the meeting and personally welcome each visitor on arrival.

Host actions

- ✓ Set a realistic launch date.
- ✓ Confirm at least eight likely attendees.
- ✓ Prepare badges, agenda and follow-up information.

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12 A Successful Meeting Agenda

A repeatable structure helps members feel comfortable and gives everyone a fair opportunity to contribute. For a 90-minute meeting, allow time for informal conversation before the formal welcome.

A practical agenda is: 15 minutes for arrival and refreshments; 10 minutes for the host welcome; 25 minutes for member introductions; 15 minutes for a useful business topic or tool demonstration; 15 minutes for requests, offers and referrals; and 10 minutes for notices and informal follow-up.

Keep contributions focused and respectful. Explain the time allowed before introductions begin, and politely intervene if one person dominates. Always finish when promised.

Host actions

- ✓ Adapt the sample agenda to your venue.
- ✓ Choose a timekeeper.
- ✓ Finish with clear next steps and the next meeting date.

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13 Welcoming and Introducing New Members

People decide quickly whether a group feels right for them. Greet visitors by name, introduce them to two or three suitable people and explain the meeting format before the formal start.

Use plain language and avoid unexplained jargon. Make it clear that visitors are not expected to deliver a perfect sales pitch. A simple introduction can cover who they help, what they provide and the kind of connection they would value.

After the meeting, send a personal thank-you and ask how the experience felt. Answer membership questions without pressure and record any accessibility or communication needs they choose to share.

Host actions

- ✓ Assign someone to help welcome visitors.
- ✓ Explain the introduction format in advance.
- ✓ Follow up personally within 24 hours.

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14 Helping Members Build Trust and Generate Referrals

A useful referral is more than passing on a name. Members need to understand each other's work, ideal customers and standards before making an introduction. Trust develops through reliability and repeated contact.

Encourage members to arrange one-to-one conversations between meetings. These conversations should explore who the person helps, what problems they solve, what a good introduction looks like and how they prefer to be introduced.

Never pressure members to provide referrals or impose unrealistic targets. Celebrate good introductions and helpful collaboration, while respecting confidentiality and the recipient's consent.

Host actions

- ✓ Encourage one member-to-member conversation each fortnight.
- ✓ Ask members to describe an ideal introduction.
- ✓ Record success stories only with permission.

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15 Keeping Meetings Friendly Useful and Inclusive

The host sets the tone. Welcome different ages, backgrounds, business stages and communication styles. Make reasonable adjustments where possible and choose venues that are physically accessible.

Set clear expectations: members should be respectful, arrive prepared, avoid aggressive selling and protect confidential information. Disagreement can be constructive when it focuses on ideas rather than individuals.

Regularly ask what members find valuable and what could improve. Do not allow one sector, friendship group or personality to control the meeting. A fair structure gives quieter members room to participate.

Host actions

- ✓ Share the code of conduct with every member.
- ✓ Invite private feedback after meetings.
- ✓ Act promptly on exclusion, harassment or persistent disruption.

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16 Using the Online Networking Community

The online community at network.mynewfuture.org helps relationships continue between meetings. Members can maintain a profile, share appropriate updates, request help, offer support and connect with people beyond their immediate area.

Encourage members to complete accurate profiles and use a professional photograph or business image. Posts should be useful, relevant and respectful rather than repetitive advertising.

Online networking should support personal relationships, not replace them. Remind members to protect private information, obtain permission before sharing another person's details and report inappropriate content.

Host actions

- ✓ Complete your own host profile first.
- ✓ Show members how to join and update their profiles.
- ✓ Post a useful welcome message after each meeting.

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17 Introducing Members to the 12 AI Business Tools

The business tools add practical value to the membership. They are designed to help ordinary business users think through tasks, explore options and prepare useful first drafts without needing advanced technical skills.

Tools may cover grant and investment searches, tender discovery and application support, pricing and profit, quotations, overheads, cash flow, marketing, policies, proposals and business growth. Always use the current website for the confirmed tool list.

Demonstrate one tool at a time using a general example. AI output should be checked by the user; it does not replace legal, financial or other professional advice. Never enter confidential third-party information without authority.

Host actions

- ✓ Learn one tool well before demonstrating it.
- ✓ Use fictional or authorised example information.
- ✓ Remind members to check all AI-generated output.

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18 Promoting Your Group on Facebook and LinkedIn

Use social media to show the experience of the group, not only to announce dates. Useful content includes member introductions, practical tips, meeting themes, local business stories and genuine outcomes shared with permission.

On LinkedIn, connect personally with local business owners and add a short, relevant note. On Facebook, use suitable local business groups while respecting each group's promotional rules.

Photographs of real meetings can build trust, but obtain clear permission first. Do not tag people, publish attendee lists or share personal details without consent. Measure enquiries and bookings rather than judging success by likes alone.

Host actions

- ✓ Choose two main social platforms.
- ✓ Post consistently using approved material.
- ✓ Track which posts produce genuine enquiries.

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19 Growing and Retaining Your Membership

Retention begins with delivering what was promised. Meetings should start and finish on time, give everyone space to contribute and produce useful connections or learning.

Contact members who miss meetings in a supportive way. They may have practical difficulties, changing needs or feedback that can improve the group. Avoid guilt or pressure.

Growth should protect quality. Encourage members to invite suitable visitors, build relationships with local organisations and share authentic success stories. Review membership numbers, attendance and cancellations each month.

Host actions

- ✓ Welcome visitors at every suitable meeting.
- ✓ Contact absent members with care.
- ✓ Review attendance, enquiries and cancellations monthly.

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20 Building Relationships with Local Organisations

Local councils, business improvement districts, libraries, enterprise agencies, colleges, charities and community organisations may know businesses that need support. Approach them with a clear explanation of the member benefits.

Look for ways to contribute before asking for promotion. You might invite a useful speaker, share a public resource or direct a member to relevant support.

Be clear that you represent a local My New Future networking group. Do not imply a formal partnership, endorsement or public-sector status unless it has been agreed in writing.

Host actions

- ✓ List ten relevant local organisations.
- ✓ Prepare a short introduction to the group.
- ✓ Record contacts and agreed follow-up actions.

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21 Managing Problems and Member Conduct

Most concerns can be resolved early through a calm, private conversation. Listen to what happened, check the facts and explain the standard expected. Keep a brief factual record of serious or repeated issues.

Harassment, discrimination, threats, dishonest conduct or misuse of member information should be taken seriously and reported to My New Future. Do not attempt to investigate matters beyond your role or promise confidentiality that you cannot maintain.

If someone raises an urgent safety concern, prioritise immediate safety and contact the appropriate emergency or professional service. The host handbook is operational guidance, not legal advice.

Host actions

- ✓ Keep the code of conduct available.
- ✓ Address concerns promptly and privately.
- ✓ Escalate serious or repeated issues to My New Future.

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22 Data Protection Privacy and Responsible Communication

Only collect information that is genuinely needed to administer the group. Explain why it is collected, how it will be used and who can access it. Use approved systems wherever possible.

Do not add visitors to marketing lists without the appropriate permission. Keep attendance records and contact details secure, use blind copy for group emails when necessary and avoid publishing personal information in open social media posts.

Delete working copies when they are no longer required and report any suspected loss or unauthorised disclosure promptly. Ask My New Future for guidance when you are unsure.

Host actions

- ✓ Use the approved registration and consent process.
- ✓ Store contact details securely.
- ✓ Report suspected data problems immediately.

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23 Understanding Your 30 Percent Recurring Rewards

Your host link connects eligible members with your group for reward purposes. Make sure prospects use the correct registration route and do not create misleading claims to encourage a sign-up.

Rewards are normally based on qualifying payments actually received and may be adjusted for refunds, failed payments, cancellations or other conditions in the current terms. Keep your own monthly record and compare it with the affiliate report.

Treat reward figures as gross income before your own tax and business costs. My New Future cannot provide personal tax advice, so obtain professional guidance when needed.

Host actions

- ✓ Test your host registration link.
- ✓ Check your affiliate report monthly.
- ✓ Keep reward and expense records for your accounts.

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24 Your First 30 Day Host Action Plan

Week one: agree your area, host name and support contact; review the handbook; create your prospect list. Week two: visit venues, choose dates and personalise the promotional material.

Week three: begin personal invitations, publish the launch posts and confirm likely attendees. Week four: follow up interested people, rehearse the agenda and prepare the room materials.

Keep the plan realistic. A smaller first meeting with the right people is more valuable than a crowded event with little structure. Ask for support before a problem delays the launch.

Host actions

- ✓ Complete the 30-day checklist in the templates section.
- ✓ Set one measurable goal for each week.
- ✓ Book a support conversation before launch day.

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25 One to One Support from My New Future

You do not have to develop the group alone. One-to-one support is available to help with planning, venue questions, launch promotion, meeting structure, online community use and the business tools.

Prepare for support conversations by writing down the decision you need to make, what you have already tried and any deadlines. This allows the conversation to focus on practical next steps.

Hosts should also share useful ideas and lessons. What works in one area may help another host, and the wider network becomes stronger when experience is exchanged.

Host actions

- ✓ Keep a running list of questions.
- ✓ Bring facts and dates to support conversations.
- ✓ Share useful lessons with the host community.

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26 Ready to Become a Host Your Next Steps

If the opportunity feels right for you, the next step is to register your interest and arrange an informal conversation with My New Future founder Eric Cuthbert.

The conversation is an opportunity to discuss your experience, preferred area, existing contacts and any questions. It does not require you to make an immediate commitment.

Before launching, confirm the current membership offer, host terms, local group name, registration process and support arrangements. Then use the templates that follow to build a clear and manageable launch plan.

Host actions

- ✓ Register your interest.
- ✓ Arrange an introductory conversation with Eric Cuthbert.
- ✓ Agree the next action and a realistic target date.

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Practical Host Templates

Copy, personalise and reuse these templates. Check all names, dates, prices, links and venue details before sending or publishing anything.

Words in square brackets are prompts for your own information and should be replaced before use.

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First Meeting Checklist

☐	Venue and first three dates confirmed
☐	Registration link tested
☐	Invitations sent
☐	Attendees reconfirmed
☐	Agenda printed or shared
☐	Name badges prepared
☐	Accessibility needs checked
☐	Refreshments agreed
☐	Follow-up message prepared

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Sample 90 Minute Meeting Agenda

☐	0-15 minutes Arrival, refreshments and informal introductions
☐	15-25 minutes Host welcome and meeting purpose
☐	25-50 minutes Member and visitor introductions
☐	50-65 minutes Business topic or tool demonstration
☐	65-80 minutes Requests, offers and referrals
☐	80-90 minutes Notices, next date and close

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Venue Enquiry Message

Hello, my name is [name] and I am establishing a regular local business networking meeting in [area]. We expect approximately [number] people and are considering meetings every [frequency] on [preferred day and time].

Could you please tell me about room availability, charges, minimum refreshment spend, Wi-Fi, parking, accessibility and cancellation terms? I would be pleased to arrange a visit.

Your personalised version

[illegible]

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Member Invitation Message

Hello [name]. I am launching a friendly My New Future business networking group in [area]. It combines local face-to-face meetings, an online business community and 12 practical AI business tools.

Our first meeting is on [date] at [venue]. I thought it could be relevant to you because [personal reason]. Would you like me to reserve a visitor place and send the details?

Your personalised version

[illegible]

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Social Media Launch Post

NEW LOCAL BUSINESS NETWORK FOR [AREA]

Would you like to meet supportive local business owners, build trusted connections and access practical tools to help your business grow?

Our first My New Future meeting takes place on [date] at [venue]. Register your interest here: [link]. Places are limited.

Your personalised version

[illegible]

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Visitor Follow Up Message

Hello [name]. Thank you for joining our meeting today. I hope you made some useful connections and felt welcome.

I would value your honest feedback. If you would like to know more about membership, the online community or the 12 business tools, please reply and I will be happy to help.

Your personalised version

[illegible]

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Member Feedback Questions

☐	What was the most useful part of today's meeting?
☐	Did you have enough opportunity to introduce your business?
☐	What topic or tool would help you next time?
☐	Is there anyone in the group you would like an introduction to?
☐	What could we improve?

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Monthly Host Review

☐	Active members
☐	Visitors this month
☐	New memberships
☐	Cancellations
☐	Average attendance
☐	Introductions or collaborations reported
☐	Most useful meeting topic
☐	Action to improve next month

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Host Code of Conduct

☐	Be welcoming, fair and respectful.
☐	Do not tolerate harassment, discrimination or aggressive selling.
☐	Protect confidential and personal information.
☐	Describe membership and rewards honestly.
☐	Use approved branding and current information.
☐	Declare relevant conflicts of interest.
☐	Refer serious concerns to My New Future.
☐	Put member value and community trust first.

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Thirty Day Launch Planner

☐	Week 1 Area, goals, prospect list and support call
☐	Week 2 Venue, dates, group name and materials
☐	Week 3 Personal invitations and public promotion
☐	Week 4 Confirm attendees, prepare agenda and rehearse
☐	Launch day Welcome, deliver, collect feedback and follow up

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Your Next Step

If you would like to explore becoming a My New Future Local Business Network Host, register your interest and arrange an informal conversation with founder Eric Cuthbert.

There is no host joining fee or franchise fee. One-to-one support is available to help you consider your area, venue, launch and first members.

Website mynewfuture.org

Online community network.mynewfuture.org

My New Future

Helping local businesses connect, support one another and build stronger futures.

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