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LeTip of Doylestown Revitalizing Business

By Pamela J. Ginsberg, Ph.D., P.C., Psychologist and Life Coach

LeTip of Doylestown is not your average networking group. This local group, 56 members strong, is a dynamic, energetic group of business professionals who are dedicated to growing their own businesses, as well as to helping each other improve and expand their businesses.

LeTip is a professional organization of men and women dedicated to the highest standards of competence and service. The basic purpose of the group is the exchange of business tips. But what makes it unique is that each business category is represented by one member, which eliminates the possibility of conflicts of interest.

LeTip of Doylestown meets every Thursday morning at 7:01 am at Delaware Valley College Student Union building. The meetings are structured and every week, two members of the group are selected to speak at length about their businesses. This allows members to give a detailed description of their products and services and inform members of the best ways to refer business to them. Every member of the group has an opportunity to be the speaker approximately two or three times per year.

At each Thursday morning meeting, every member presents a short explanation of their products and/or services which helps the others discover the best way to refer business to that member. At the same time, referrals, or "Tips," are passed around the room. LeTip of Doylestown routinely passes 100 tips per week. That represents real and significant revenue to all members' businesses each week.

Some business owners think networking groups are a waste of valuable time. It is true, in fact, that being a member of LeTip of Doylestown is a serious commitment of time and effort. The group meets weekly and attendance is required. However, members will say unequivocally that this

investment pays for itself many times over.

"I discovered LeTip of Doylestown when I was looking for effective ways to grow my business. For the last five years, LeTip has been our best resource for quality, new business leads. To have fifty-six individuals help spread the word about my services is a powerful tool that you can't find anywhere else" says Darrel Dundore of Astro-Dynamic Print & Graphic Services and President of LeTip of Doylestown.

Pamela Ginsberg, Ph.D., a Psychologist and Vice President of LeTip of Doylestown states, "LeTip gave me a presence in the business community of Doylestown. When I opened my practice in Doylestown, I had very few business contacts. Now, there are a multitude of business professionals that I can rely on to refer business to me. I also rely on them for the services they offer, whether that is plumbing, insurance, lawn care or a host of other services represented by LeTip members."

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Dr. Ginsberg goes on to say that her experience with networking groups in the past has been difficult and draining. She states "LeTip energizes me. My fellow members inspire me to be a better business person. I look for ways to help them out because I know they are looking for ways to help me out. The chapter really becomes like a family."

The Doylestown LeTip group is a particularly strong chapter. Jim Bartow, charter member of LeTip of Doylestown and managing partner at Financial Options Incorporated, recalls that the group was founded in 1995 with approximately 25 members. He has continuously been a member from the beginning, and reports that the group has always provided a strong source of business leads, as well as inspiration, information, and lasting friendships.

James Wagner, owner of Alliance Adjustment Group in Doylestown says, "As a local business owner, I can honestly say without reservation, LeTip of Doylestown is the best thing that I ever did for my business. I have been a member of the group since 1999, and I will tell you that I have no plans on leaving any time soon. Unlike other networking outlets, LeTip of Doylestown places its members into an environment which encourages and promotes success in everything from basic business fundamentals, to generating an explosive amount of new business. If an individual joins our group, we as a group work diligently by use of systems and procedures to ensure the success of that person. If you join the group and become active, the sky is the limit."

If you would like information on how to join LeTip of Doylestown, or you would like to attend a meeting as a guest, please contact LeTip of Doylestown's President Darrel Dundore (215-441-4444), Vice President Dr. Pamela Ginsberg (215-340-0608).

For Information on chapters throughout the US & Canada, visit www.letip.com

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