



**THE ALTERNATIVE BOARD**  
*Change Perspective. Improve Business. Enjoy Life.*

## Member Reward Referral Program

%%first name%%,

I want you to know how much I value our professional relationship. It is a privilege to work with you and other business owners on our boards. Seeing the impact we have had collectively as a group on businesses in our area is particularly gratifying.

The key to increasing the effectiveness of our boards is the infusion of new business owners and new ideas. Just as it may be for your business, my best clients – those with great value to offer our boards – come through referrals.

As a TAB member, I thought you might know of others who could make a strong contribution on a board. You are an **active participant** who consistently brings insight to our meetings – I value your opinion and would welcome any referrals you have.

I'll follow up Friday to discuss your new member recommendations. Your **contribution to TAB** is very important to me, and I thank you in advance for any **new member introductions** you can provide.

Thank you for your time.

John Keener  
TAB St. Louis

*P.S. As a token of my appreciation, for any referral you provide who ultimately joins TAB, I will pay you \$100 per month as long as both the referred member and yourself remain members (**\$1,200 annual value**).*



449 Eagle Pointe Landing  
Eureka, MO 63025

Phone: 636.938.7039

[jkeener@tabstlouis.com](mailto:jkeener@tabstlouis.com)

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