



Share the Secret!

FSB. The Leading Business Organisation

ASK ME WHY I JOINED THE FSB
ASK ME WHY I COULDN'T AFFORD NOT TO
JOIN
ASK ME WHY THE FSB WILL
WORK FOR YOU
ASK ME WHY I SAVED

Key Messages to help you as a Lead Generator

Whatever your business, the FSB will work for you.

As a 'right of membership', the FSB Legal Protection scheme and FSB Care are available to all FSB members. On our 'right of membership' benefits alone you could save £775 by becoming a member of the FSB and significant additional savings and discounts are available on the range of the services on offer (Figures quoted at August 2009)

The following ideas may also help you Share the Secret about the benefits businesses can gain from joining the FSB.

I joined the FSB because... - you should too!

I couldn't afford Not to join because...

The FSB will Work For You by ...

Through member benefits I saved £___ this year

I'm no longer on my own

I have Legal Protection Cover and Legal Advice 24/7

I have Employment Tribunal Defence

I have Tax Protection Defence

I have Free Business Banking

I can take Credit Card Payments

I have Specialist FSB Insurance Brokers

Through the FSB's lobbying and representation, I have a bigger Voice for my Business

I have opportunities to meet with like-minded businesses - I am able to network my business

I make savings on Call Charges

I had a free Business Health Check

I'm in the FSB's Online Business Directory

I use the Business Factoring Service

I have a personal IFA

I have access to Private Medical Care

I have an Income Protection Plan

I have Personal Accident Cover

I have Criminal Prosecution Defence

Through the FSB I have access to Government Ministers

I have a convenient Fuel Card

I have preferential Investment Rates

I can check the Credit Rating of my customers

I'm an active Forum Member