

Ten Core Benefits to a Current Coverholder to be an Early Adopter

- 1** Lead the direction of a new group
 - 2** Find new distributors for their offerings
 - 3** Meet new potential partner risk takers
 - 4** Iron sharpens iron by associating with best of the best... other coverholders who do things well
 - 5** Partnerships with other coverholders for cross sell
 - 6** Magazine advertiser or content contributor
 - 7** Committee or thought leader on a theme (new products, incubator, ethics, technology, etc.)
 - 8** Vendors with specific tech to grow London business, built in user group who can validate or invalidate vendor claims
 - 9** Participate in workshops to build his/her skills (there are 40 workshops)
 - 10** More efficient than ten trips to London (and a heck of a lot cheaper and more fun).
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