

# Leveraging the Net

A bulletin for Association Professionals

Issue 6 - Profiting from Directories

## Profiting from Directories

The Internet has created an opportunity for associations to use "directories" as a method for generating new revenues, enhancing their member service offerings, attracting new members, and/or serving the public. In the case of industry associations, they can also be a powerful tool to help your members sell more products.

### [Leveraging the Net](#)

Previous issues of Leveraging the Net are available at the [Leverus Website](#).

Every association is unique and therefore the potential use of a directory by an association will be different. Some typical examples of directories include:

- An industry suppliers' directory
- Member information
- A listing of programs

An on-line directory creates a simplified method for users (and potential customers!) to sort through what can be a significant amount of information quickly and easily. They are usually searchable by various categories (e.g. geography, business category, program type, etc.) and can be keyword searchable. A directory can also be created so that users that value a print version, as many associations now offer, can download a print copy.

A couple examples of on-line directories can be found at the following links:

[The Book Finder](#)  
Humanities and Social  
Sciences Federation of  
Canada



[Bakers Choice  
Supplier Directory](#)  
Baking Association of  
Canada



Leverus has worked with a number of its clients to implement a directory that responds to the interests of its members and their stakeholders. These products are helping to generate non-dues revenue for the associations as well as help the members who use them to sell more products and services to their customers. If you would like further information or to discuss how your association could take advantage of an on-line directory please give Leverus a

call at (613) 789-0728 or e-mail [info@leverus.com](mailto:info@leverus.com) .

L E V E R U S

For more information visit [www.leverus.com](http://www.leverus.com) or e-mail [info@leverus.com](mailto:info@leverus.com) or call 613.789.0728

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