



## #8 - Gold Club Member: Gold Club Badge

This should be a member who has sponsored six or more members into BNI® and has earned their Gold Club Badge. If you do not have a member who has sponsored at least six new members, ask your BNI® Ambassador (Member Consultant) or Director Consultant (Chapter Consultant) to cover this topic.

As a new member it can be hard to pass good referrals because they have not been in the chapter long enough to establish credibility with other members. As the Member Mentor on this topic, you can help them understand that they can have a significant impact on the chapter by bringing people to the meeting for other members to meet.

The BNI® content should only take 10-15 minutes to complete. The balance of the hour should be used to get to know one another and build a referral relationship.

### Inviting & Bringing People

The new member has something that no one else in the chapter has ... their network of people. Introducing the chapter to that network will have a positive impact on the entire chapter with increased referrals, increased membership and increased awareness in the community.

It is important that members understand that everyone is welcome to visit the BNI® Chapter, even those people who could not or would not join the chapter. Guests and visitors alike are welcome in the chapter.

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### Guests

Those people who cannot join the chapter are known as guests. Guests add great value by carrying the BNI® story into their networks. Guests can refer visitors to the chapter as well as do business with the members.

### Visitors

Those people who come into the room and have the potential to join the chapter because their classification is open are known as visitors. These are the people who could apply for membership. These are the people who grow the chapter.

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Gold Club Badges are earned over time and with the persistence of regularly bringing people to the meeting. There is an honor and distinction given to members who have earned this badge.

If you are unclear about the Gold Club Badge Program, ask your Ambassador (Member Consultant) or Director Consultant (Chapter Consultant) for more information.

*Sign the Passport once this section is completed.*

