

7-MINUTE GUIDE TO

GROWING YOUR REFERRAL NETWORK



You increase the number of referrals you generate for your business each time your network grows. BNI Members receive training on how to deliver referrals that turn into business. Referral customers **spend more with you and remain loyal** longer than other marketing methods.

The larger your BNI Chapter the more you increase the number of people within your network who are trained and dedicated to deliver referrals to you. Growing your chapter is an **opportunity for every member to grow and celebrate success.**

YOU WILL CLOSE MORE BUSINESS AS YOU GROW YOUR NETWORK

3-SIMPLE STEPS TO SPONSORING NEW CHAPTER MEMBERS TO GROW YOUR NETWORK



IDENTIFY

Take an inventory of your current network. Identify your target professional classifications and who brings you valuable contacts. Make a list of individuals you'd love to have in your network. **If you know them, invite them** to be your guest at a chapter meeting. If you don't know them, ask who within your chapter is the best person to invite them to grow your network.



INVITE

The key is to invite your prospective visitor to a meeting. Your visitor must come to see a meeting and learn how BNI works before they can make a commitment to joining your network. Once your visitor attends, they are in a better position to see the value and commitment of joining the chapter. **Make sure you call or text your guest** the night before as a reminder. This demonstrates their attendance is important to you.



GROW

Make your visitor feel welcome when they arrive. **Introduce them to other members of your chapter.** With each introduction, tell both parties how they could be a beneficial contact. After the meeting, ask your visitor, "How do you feel about joining a group of people that are going to pass you business?"

INVITE USING AN INTRIGUING AND COMPLEMENTARY APPROACH

To help make invitations as simple as possible, here's a sample script you can use:



Hi Julie,

I am pulling together an exclusive network of successful business people who believe in helping each other grow their businesses. We are looking for a reliable person who is an expert in [prospect's professional classification] to add to our network. I immediately thought of you. Are you available on [date for next chapter meeting] to visit with us?

IDENTIFY THE KEY GAPS IN YOUR REFERRAL NETWORK



The strongest networks have members across many different professional classifications.

Here are common professional classifications for BNI Members. **Check the box** next to each category that is already represented within your chapter:

CONTACT SPHERE						
	EVENTS	MARKETING SERVICES	BUSINESS SERVICES	REAL ESTATE	TRADES	HEALTH & BEAUTY
CORE CATEGORIES	<input type="checkbox"/> Photographer <input type="checkbox"/> Travel Agent <input type="checkbox"/> Caterer <input type="checkbox"/> Wedding Planner	<input type="checkbox"/> Digital Marketing <input type="checkbox"/> Graphic Designer <input type="checkbox"/> Branding <input type="checkbox"/> Promotional Products	<input type="checkbox"/> Financial Advisor <input type="checkbox"/> Accountant <input type="checkbox"/> Banking Services <input type="checkbox"/> IT Services	<input type="checkbox"/> Residential Sales <input type="checkbox"/> Mortgages <input type="checkbox"/> General Insurance <input type="checkbox"/> Cleaning Service	<input type="checkbox"/> Builder <input type="checkbox"/> Cabinet Maker <input type="checkbox"/> Painter <input type="checkbox"/> Electrician	<input type="checkbox"/> Chiropractor <input type="checkbox"/> Massage <input type="checkbox"/> Personal Trainer <input type="checkbox"/> Dentist
CORE SUB CATEGORIES	<input type="checkbox"/> Gifts <input type="checkbox"/> Florist <input type="checkbox"/> Event Venue <input type="checkbox"/> Hairdresser	<input type="checkbox"/> Printer <input type="checkbox"/> Sign Company <input type="checkbox"/> Public Relations <input type="checkbox"/> Print Advertising	<input type="checkbox"/> Commercial Ins. <input type="checkbox"/> Commercial Law <input type="checkbox"/> Telecommunication <input type="checkbox"/> Stock Broker	<input type="checkbox"/> Security Systems <input type="checkbox"/> Real Estate Law <input type="checkbox"/> Surveyer <input type="checkbox"/> Building Inspection	<input type="checkbox"/> Plumbing <input type="checkbox"/> Interior Decorator <input type="checkbox"/> Landscape Svcs <input type="checkbox"/> Handyman	<input type="checkbox"/> Naturopath <input type="checkbox"/> Cosmetic/Skin Care <input type="checkbox"/> Essential Oils <input type="checkbox"/> Physiotherapist
ADDITIONAL CATEGORIES	<input type="checkbox"/> Image Consultant <input type="checkbox"/> Event Marketer <input type="checkbox"/> Security <input type="checkbox"/> Hotel/ Restaurant	<input type="checkbox"/> Copywriter <input type="checkbox"/> Videographer <input type="checkbox"/> Radio Advertising <input type="checkbox"/> Embroidery	<input type="checkbox"/> Foreign Exchange <input type="checkbox"/> Business Coach <input type="checkbox"/> Debt Collector <input type="checkbox"/> Human Resources	<input type="checkbox"/> Property Mgmt <input type="checkbox"/> Pest Control <input type="checkbox"/> Carpet Cleaning <input type="checkbox"/> Removals	<input type="checkbox"/> Roofing <input type="checkbox"/> Gutters <input type="checkbox"/> Renovations <input type="checkbox"/> Restoration	<input type="checkbox"/> Supplements <input type="checkbox"/> Psychology <input type="checkbox"/> Optometrist <input type="checkbox"/> Acupuncture

The classifications without check marks are the open positions within your BNI Chapter and your referral network. Who do you know that you would like to add to become an official member of your referral network by inviting them to join your BNI Chapter?

Pay special attention to any spheres with fewer than four classifications, these are the most urgent opportunities to grow your network.

FOR MORE INFORMATION:

▶ VIDEO

- ✔ Member Success Program – **Cultivating Visitors**
- ✔ Power Team Training – **Identifying Industry Leaders**
- ✔ Power Team – **Identify Professional Classifications**

📖 BOOK

Networking Like a Pro by Dr. Ivan Misner

🎧 BNI PODCAST:

- ✔ **Episode 541:** Inviting Visitors (Classic Podcast)
- ✔ **Episode 350:** Invite a Visitor (Get Connected–Stay Connected 7)
- ✔ **Episode 411:** Using Power Teams to Attract Visitors
- ✔ **Episode 458:** Inviting People - Good, Better, Best

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