



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, 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.**

YOU WILL CLOSE MORE BUSINESS AS YOU GROW YOUR NETWORK

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

STEP 1 IDENTIFY

Take an inventory of your current network, what are your incomplete categories, each one 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 visitor 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.

STEP 2 INVITE

The key is to invite your prospective visitor to a meeting. Your visitor must come, 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 judge the value and commitment of joining the chapter. Make sure you call or text your guest the night before as a reminder and confirmation to demonstrate their attendance is important to you.

STEP 3 GROW

Make your visitor feel welcomed with 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 Bob,

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 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 categories.



Here are common professional classifications for BNI Members. **Check the box** next to each category that's already represented by a Member of your Chapter:

CONTACT SPHERE						
	EVENTS	MARKETING SERVICES	BUSINESS SERVICES	REAL ESTATE	TRADES	HEALTH & BEAUTY
CORE CATEGORIES	☐ Photographer ☐ Travel Agent ☐ Caterer ☐ Event Planner	☐ Digital Marketing ☐ Graphic Designer ☐ Marketing Services ☐ Promotional Items	☐ Financial Advisor ☐ Accounting Svs ☐ Banking Services ☐ It Services	☐ Residential Agent ☐ Mortgages ☐ P&C Insurance ☐ Cleaning Service	☐ Builder ☐ HVAC ☐ Painter ☐ Electrician	☐ Chiropractor ☐ Massage Therapist ☐ Genral Dentist ☐ Suppliments
CORE SUB CATEGORIES	☐ Gifts ☐ Florist ☐ Event Venue ☐ Baker	☐ Printer ☐ Sign Company ☐ Media Services ☐ Print Advertising	☐ Commercial Ins ☐ Business Law ☐ Telecom ☐ Health Insurance	☐ Security Systems ☐ Real Estate Law ☐ Title Services ☐ Inspector	☐ Plumbing ☐ Interior Decorator ☐ Landscape Svcs ☐ Flooring	☐ Alt Wellness ☐ Cosmetic/Skin care ☐ Fine Jewelry ☐ Supplemental Ins.
ADDITIONAL CATEGORIES	☐ Wine Merchant ☐ Event Marketer ☐ Dj / Musician ☐ Hotel/Restaurant	☐ Copywriter ☐ Videographer ☐ Radio Advertising ☐ Embroidery	☐ Credit Card ☐ Business Advisor ☐ Office Machines ☐ Employment	☐ Property Mgmt ☐ Pest Control ☐ Carpet Cleaning ☐ Moving Company	☐ Roofing & Gutters ☐ Renovations ☐ Building Materials ☐ Windows/Doors	☐ Clothing/Accessory ☐ Personal Trainer ☐ Eye Care ☐ Acupuncture

The classifications without check marks are the open positions within your BNI chapter and your referral network. For each of these, who do you know that you'd 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 FURTHER STUDY:



VIDEO

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



BOOK

Networking Like a Pro® by Ivan Misner, Ph.D



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 138:**
Power of One - Visitors®