

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.



FOLLOW-UP

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?

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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:



Chapter Contact Sphere Report [Blank]

Chapter Name:

Business & Financial	Business & Financial	Home & Auto	Home & Auto	Personal & Wellness Services
Financial Advisor (21) <input type="checkbox"/>	Life Coach (2) <input type="checkbox"/>	Property & Casualty Insurance (29) <input type="checkbox"/>	Lawn Care (1) <input type="checkbox"/>	Health Facility/Gym/Club (1) <input type="checkbox"/>
Life and Disability Insurance (15) <input type="checkbox"/>	Photographer (2) <input type="checkbox"/>	Restoration (21) <input type="checkbox"/>	Locksmith (1) <input type="checkbox"/>	Hypnotherapist (1) <input type="checkbox"/>
Estate Planning Law (14) <input type="checkbox"/>	Printer (2) <input type="checkbox"/>	HVAC - Heating & Air (14) <input type="checkbox"/>	Power Washing (1) <input type="checkbox"/>	Martial Arts (1) <input type="checkbox"/>
Commercial Insurance (13) <input type="checkbox"/>	Technicians - Audio, Video (2) <input type="checkbox"/>	Flooring (13) <input type="checkbox"/>	Retail (Other) (1) <input type="checkbox"/>	Nutritionist (1) <input type="checkbox"/>
Digital Marketing (9) <input type="checkbox"/>	Advertising Agency (1) <input type="checkbox"/>	Pest Control (13) <input type="checkbox"/>	Tree Services (1) <input type="checkbox"/>	Orthodontist (1) <input type="checkbox"/>
Tax Advisor (9) <input type="checkbox"/>	Banking Services (1) <input type="checkbox"/>	Carpet, Upholstery Cleaner (12) <input type="checkbox"/>	Personal & Wellness Services	Physical Therapist (1) <input type="checkbox"/>
IT & Networks (8) <input type="checkbox"/>	Branding (1) <input type="checkbox"/>	Auto/Car Repair (11) <input type="checkbox"/>	Health Insurance (25) <input type="checkbox"/>	Senior Service Provider (1) <input type="checkbox"/>
Web Design (8) <input type="checkbox"/>	Business Advisor (1) <input type="checkbox"/>	Handyman (9) <input type="checkbox"/>	Chiropractor (24) <input type="checkbox"/>	Travel (Other) (1) <input type="checkbox"/>
Graphic Designer (6) <input type="checkbox"/>	Business Consultant (1) <input type="checkbox"/>	Auto/Car Body Shop (8) <input type="checkbox"/>	Personal Injury Law (17) <input type="checkbox"/>	Travel Agent (1) <input type="checkbox"/>
Business Training/Coach (5) <input type="checkbox"/>	Business Consultant - Small ... (1) <input type="checkbox"/>	Landscape Services (7) <input type="checkbox"/>	Massage Therapist (8) <input type="checkbox"/>	Real Estate
Certified Public Accountant ... (5) <input type="checkbox"/>	Business Financing (1) <input type="checkbox"/>	Cleaning Service (6) <input type="checkbox"/>	Optician/Eye Care (5) <input type="checkbox"/>	Residential Mortgages (29) <input type="checkbox"/>
Print Advertising (5) <input type="checkbox"/>	Computer & Programming (Other) (1) <input type="checkbox"/>	Plumbing (6) <input type="checkbox"/>	Caterer (4) <input type="checkbox"/>	Residential Real Estate Agent (27) <input type="checkbox"/>
Promotional Products (5) <input type="checkbox"/>	Copywriter/Writer (1) <input type="checkbox"/>	Window Cleaning (6) <input type="checkbox"/>	General Dentist (4) <input type="checkbox"/>	Title Services (26) <input type="checkbox"/>
Bookkeeping (4) <input type="checkbox"/>	Employment/Labor Law (1) <input type="checkbox"/>	Electrician (5) <input type="checkbox"/>	Health Coach (4) <input type="checkbox"/>	Property Management (10) <input type="checkbox"/>
Credit Card/Merchant Services (4) <input type="checkbox"/>	Event Venue/Room Rental (1) <input type="checkbox"/>	Painter & Decorator (5) <input type="checkbox"/>	Nutritional Supplements (4) <input type="checkbox"/>	Builder/General Contractor (7) <input type="checkbox"/>
Finance & Insurance (Other) (4) <input type="checkbox"/>	Hotel (1) <input type="checkbox"/>	Auto/Car Detailing (4) <input type="checkbox"/>	Alternative Wellness (3) <input type="checkbox"/>	Home Inspection (5) <input type="checkbox"/>
Payroll Service (4) <input type="checkbox"/>	Leadership Coach (1) <input type="checkbox"/>	Auto/Car Sales (4) <input type="checkbox"/>	Essential Oils (3) <input type="checkbox"/>	Moving Company (5) <input type="checkbox"/>
Sign Company (4) <input type="checkbox"/>	Legal & Accounting (Other) (1) <input type="checkbox"/>	Garage Doors (3) <input type="checkbox"/>	Health & Wellness (Other) (3) <input type="checkbox"/>	Roofing & Gutters (5) <input type="checkbox"/>
Advertising & Marketing (Other) (3) <input type="checkbox"/>	Legal Service Plan (1) <input type="checkbox"/>	Family Law (2) <input type="checkbox"/>	Health & Wellness Products (3) <input type="checkbox"/>	Construction (Other) (4) <input type="checkbox"/>
Business Law (3) <input type="checkbox"/>	Manufacturing (Other) (1) <input type="checkbox"/>	Fine Jewelry (2) <input type="checkbox"/>	Cosmetics/Skin Care (2) <input type="checkbox"/>	Real Estate Inspector (4) <input type="checkbox"/>
Commercial Cleaning (3) <input type="checkbox"/>	Marketing Consultant (1) <input type="checkbox"/>	Lighting Retailers (2) <input type="checkbox"/>	Doctor/Physician (2) <input type="checkbox"/>	Cabinet Maker (3) <input type="checkbox"/>
Commercial Real Estate (3) <input type="checkbox"/>	Mobile Telecommunications (1) <input type="checkbox"/>	Renovations/Remodeling (2) <input type="checkbox"/>	Health & Wellness Services (2) <input type="checkbox"/>	Real Estate Investments (3) <input type="checkbox"/>
Embroidery (3) <input type="checkbox"/>	Notary (1) <input type="checkbox"/>	Tire Sales/Replacement (2) <input type="checkbox"/>	Personal Trainer - Fitness (2) <input type="checkbox"/>	Reverse Mortgages (3) <input type="checkbox"/>
Group Benefits (3) <input type="checkbox"/>	Office Equipment/Machines (1) <input type="checkbox"/>	Water Systems (2) <input type="checkbox"/>	Restaurant (2) <input type="checkbox"/>	Bricklayer/Stonemason (2) <input type="checkbox"/>
IT Consultants (3) <input type="checkbox"/>	Relationship Marketing (1) <input type="checkbox"/>	Window Treatments (2) <input type="checkbox"/>	Salon/Spa (2) <input type="checkbox"/>	Real Estate Services (Other) (2) <input type="checkbox"/>
Search Engine Optimization (3) <input type="checkbox"/>	Security Systems (1) <input type="checkbox"/>	Appliance Repair (1) <input type="checkbox"/>	Sports & Leisure (Other) (2) <input type="checkbox"/>	Solar (2) <input type="checkbox"/>
Social Media (3) <input type="checkbox"/>	Telecommunications Products/... (1) <input type="checkbox"/>	Auto Glass (1) <input type="checkbox"/>	Counselor/Psychotherapist (1) <input type="checkbox"/>	Carpenter (1) <input type="checkbox"/>
Animals (Other) (2) <input type="checkbox"/>	Training & Coaching (Other) (1) <input type="checkbox"/>	Cleaning Products (1) <input type="checkbox"/>	Food & Beverage (Other) (1) <input type="checkbox"/>	Cement/Concrete (1) <input type="checkbox"/>
Commercial Bank Services (2) <input type="checkbox"/>	Videographer/Film Producer (1) <input type="checkbox"/>	Flooring Retail (1) <input type="checkbox"/>	Food Service (1) <input type="checkbox"/>	Fences (1) <input type="checkbox"/>
Human Resources (2) <input type="checkbox"/>	Web Development (1) <input type="checkbox"/>	Furniture manufacture (1) <input type="checkbox"/>	Funeral Planning/Services (1) <input type="checkbox"/>	Pools, Spas & Saunas (1) <input type="checkbox"/>

UT South

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:

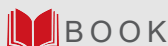


- Member Success Program – **Cultivating Visitors**
- Power Team Training – **Identifying Industry Leaders**
- Power Team – **Identify Professional Classifications**



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



BOOK
Networking Like a Pro by Dr. Ivan Misner

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