



12 Weeks of BNI Fundamentals

Week 1 - Top 10 Ways to Waste Your Time in BNI2
Week 2 - Full Participation in BNI 3
Week 3 - Tier 1/2/3 Referrals5
Week 4 - Giving Great Referrals.....6
Week 5 - Referring Outside of Your Contact Sphere/Power Team..... 7
Week 6 - Following Up on Referrals 10
Week 7 - Effective 1-to-1s..... 12
Week 8 - Successful Substitutes 14
Week 9 - Inviting Visitors and Following Up With Them 16
Week 10 - Effective 60-Second Presentations 18
Week 11 - Effective 10-Minute Presentations.....21
Week 12 - Learning About BNI23

Week 1 – Top 10 Ways to Waste Your Time in BNI

Your BNI seat in this chapter is worth a considerable amount of money, if you calculate the time you spend each week and the business value of your time. Don't squander all that money.

Success in BNI comes when the rest of the chapter members trust you enough to open up their best referrals to you. Until they've seen your work, you have to earn that trust by demonstrating your professionalism at all times.

Here are the top ten ways to prevent gaining their trust and to delay your success in BNI:

(Note: just read through the list; there won't be time to discuss them.)

- #1. Show up late; multitask during meetings.
- #2. Absence, no big deal; it doesn't really make a difference.
- #3. Why invite your own guests? Just focus on those who show up.
- #4. Use others' 60-Second Presentation time to think of referrals to give.
- #5. Focus your efforts on selling your services to the members.
- #6. Don't rush following up on a member referral. They know where you are.
- #7. Use 1-to-1s to talk about the chapter.
- #8. Wing it with your 60-seconds; you've got plenty more chances anyway.
- #9. Use your 10-Minute Presentation to explain minute details of how your business works.
- #10. Go ahead and air your grievances among your tablemates and guests; after all, we're all adults here.

Over the next eleven weeks, we plan to address each of these areas. Next week's topic will focus on how you can apply the Givers Gain principle to your attendance and your participation in weekly meetings to accelerate the trust others have in you and your business.

Week 2 – Full Participation in BNI

Last week, we made the point that success in BNI comes when the rest of the chapter members trust you enough to open up their best referrals to you. Remember, until we've experienced your work, you have to earn that trust by showing us how professional you are, by treating us like prized clients.

This week the subject is five ways to play full out in BNI, for fun and profit. The first way is simply showing up each week at our meetings. That means be here every week, be on time, and actually participate. Why? Two reasons. First, if you aren't here, you're not fresh in everyone's mind; and if you're not in our minds each week, we won't think of you when we're standing smack in the middle of a good referral for you. Second reason: if you don't show up, or you show up late, we assume that's just your style, and that you'll do the same thing with people we might refer to you. Remember, your actions here are all we have to go on to judge your professionalism with our referrals. Okay, so we'll assume you're here, what's next?

The second way is to participate in the networking time that starts each meeting. Quiz: which of these four things should you be doing in the first 15 minutes of your meeting? (#1) paying for the meeting, (#2) getting your breakfast, (#3) catching up with other members about chapter issues, or (#4) networking. (Answer: #4 only) NOTHING ELSE MATTERS! In fact, networking is the sole purpose of this part of the meeting. A good rule of thumb is that you DON'T SIT DOWN until the President calls the second part of the meeting to order. Sure, your food might grow cold if left alone, but so will a visitor. Your food won't bring you any business.

The third way is to participate 100% in the meeting. That means you treat whomever is speaking as if they were the biggest client you could possibly land. Would you walk out on a big client to take a phone call? Would you send text messages while your clients are talking about their needs? If you do it here with us, we have to assume you'd do it with any client we *might* send to you.

Another way is attending BNI trainings and embracing a culture of education. First, it means new contacts. And secondly, all education enhances both your business and your skills as a networker.

12 Weeks of BNI Fundamentals

To summarize: show up on time each week, network, participate, and attend trainings. Why do all these things? Because it's Givers Gain again; you give, and gain visibility, credibility, profitability in return.

In closing, let me suggest that you know you're a BNI member if... you go out to dinner with your family, and when you're shown to your table, you don't sit down for the first fifteen minutes; instead, you wander around the restaurant shaking hands and greeting people.

Week 3 – Tier 1/2/3 Referrals

We made the point before that success in BNI comes when the rest of the chapter members trust you enough to open up their best referrals to you. Until they've seen your work, you have to earn that trust by demonstrating your professionalism at all times. How do you know when you've earned that trust?

This week we'll introduce three tiers of BNI referrals.

First, the definitions. A Tier 1 referral is an inside referral (a member is paying for the product or service). Tier 2 is an outside referral (someone outside the chapter is paying for the product or service). Tier 3 is when one of those people refers you to someone else.

Question: "How do you build enough confidence among chapter members to get Tier 2 referrals?" (Answer: "By demonstrating your professionalism and a "Givers Gain" attitude in your chapter activities, at weekly meetings, and in all dealings with chapter members.")

Question: "How do you get to Tier 3 referrals?" (Answer: You teach your Tier 2 customers how to refer you.)

Question: "How do you do that?" (Answer: Make sure your customers know what a good referral is for you.)

Your homework this week is to request a referral from at least one customer this week to see if you can gain Tier 2 referrals from your own clientele.

Moral: Don't think small. Givers Gain is a bigger game than most of us realize.

May I suggest that you know you're in BNI when your son or daughter offers to help you clean up around the house and you tell them "No, I'd prefer that you bring over some of your friends to help me instead."

Week 4 – Giving Great Referrals

We're continuing our series of training sessions on BNI Fundamentals. This week, our topic is: how to give great referrals, and lots of them. Remember that the motto, and foundation, of BNI is 'Givers Gain.' This translates to, if you give a lot of good referrals, you're going to get a lot of good referrals. That's the law of Reciprocity: help others first.

But first, we need to understand what we mean by a referral in BNI. A lead is not a referral. A lead is someone who might be able to use a chapter member's services, but the contact has not been pre-qualified. (A lead is bits and pieces of information.)

By contrast, a referral (in BNI terms) is someone who is expecting a call from the person you referred. Isn't that a world apart from the previous situation? In fact, if you REALLY want to make a connection, why not invite both parties to a 3-way introductory meeting; in your office, in a coffee shop, or even over the phone. That way, you can edify your BNI partner at the most crucial moment. (A referral is the opportunity to do business with someone who is in the market for your products or services.)

Okay, now for the 'How To' part. What do you do if you can't think of any referrals? Try this out over the next few weeks. Simply ask EACH CLIENT you talk to this week this one question: 'What's getting in the way between you and where you want to be?' Prepare to learn more in the next few minutes than you may have in the past year about this person. The answer could refer to financial or legal problems (we offer financial and legal help here), business problems (we offer business assistance here), marketing or promotion problems (ditto), or dozens of other areas ... where you can help. The key is to ask the question, listen openly, and keep your BNI card file handy. You can probably offer a personal referral to someone who can truly help your client move ahead in some way that's really important to them. I challenge you to try this over the next week, with every single client you talk to. You just might find yourself turning in a handful of referral slips next week.

Oh, and speaking of those referral slips, be sure that you fill them out completely. That means all referral contact information, a note about the circumstances of the referral, and a measure of how 'hot' the referral is. If you don't care enough about the referral to complete a tiny little slip, why should anyone else care any more about the referral?

May I suggest that you know you're a BNI member if you tell your friends you gave out a lot of pink slips this week, and you're smiling.

Week 5 – Referring Outside of Your Contact Sphere/Power Team

Pass around copies of the “Referral Magic” article from SuccessNet Sept/Oct 2004.
(http://www.bni.com/successnet2005//Sept_Oct_2004/huddle.shtml#2)

The topic today is giving referrals to other chapter members who are not in your Contact Sphere or Power Team. This may take a bit of creative thinking, but we have a roomful of creative entrepreneurs.

The BNI story we just passed around is one in which a member had repeatedly asked for an introduction to a specific executive, but nobody in the chapter had any connections to the executive. Finally, one member simply picked up the phone and made a cold call on behalf of the other member. You know what? That executive called the surprised member the following Sunday afternoon, saying “I hear that you want to speak with me.” You see, when you’re being a Giver, you can do the seemingly impossible.

Question: “Besides just picking up the phone and calling, what are three other creative ways you could generate a good referral to someone in your chapter where your circle of influence doesn’t include that person’s profession?” (Answers could include: referring to a great client of yours, referring to another colleague who may have connections, etc.)

“In closing, let me suggest that you know you’re a BNI member if... your family and friends have your phone number preprogrammed into their phones under “Emergency.”

Referral Magic

How to conjure quality business out of thin air

By Andrew Hall

Chris Peck runs a mail-forwarding business, "Mastermail, from his base in the heart of Sussex. For some time, he had watched enviously as the considerable coupon business of Cadbury's mashed potato product, "Smash," landed not at his door, but at one of his competitors. Chris had done his homework. The man he needed to speak to was Michael Knight. He had already tried to call him without success; he had sent faxes and emailed, without response. Finally, he turned to his BNI chapter.

Given just one minute to present his case each week, Chris asked directly for an introduction to Michael Knight.

Nothing happened.

Cadbury's business was based some 200 miles away, and no one in the group had contacts there. Several week's later, Chris asked again.

Nothing happened.

Chris decided to give it one more try. He explained to the group the importance of this client, how he had faxed, phoned and emailed without effect. He really needed an introduction.

Still nothing happened. Nothing that is, except one member picked up the phone, and made a call. It was 4:30 on a Sunday afternoon when Chris Peck's home phone rang. A stranger's voice on the other end of the line introduced himself: "This is Michael Knight. I hear that you want to speak with me!"

Underpinning the philosophy of "Givers Gain" is the notion that people do not just want to help people; they want to help those who in turn are giving individuals. What drove me to refer my biggest client to a man selling 747s that I had never heard of before? What led a cleaner to take the trouble to recommend a data cable specialist who he scarcely knew to his boss at work? It was the same force that persuaded Michael Knight to pick up the phone.

The member who made the call to Cadbury's had a unique approach. Anyone who has ever cold called for his or her own gain knows that the experience can be a bruising one. The recipient is immediately on his guard, and by instinct, becomes determined to get rid of the caller at the earliest moment. But make a call simply to help a fellow man, and the

rules change. When Gail Williams picked up the telephone, she was not seeking to help herself—she was helping a friend with a need.

"I have a problem, and only you can help me," she opened to the secretary charged with fielding Mr. Knight's calls. She explained how she was a member of a quality referral organization. How a member held in high regard had repeatedly asked for an introduction to Michael Knight. How it was clear that no one in the group had any contacts with Cadburys. Could she arrange for Michael to give Chris a call?

It is very tempting on hearing this story to dismiss it, to put it down to "beginner's luck" and ignore the potential it reveals. But it was picked up by one of my assistants, David King, who put it to the test. Gathering about him requests from quality members who had repeatedly made specific requests to firms unknown to the members of their groups, he started making calls. "I have a problem, and only you can help me..." Suddenly, a financial adviser found himself pitching for the business of one of the largest print firms in the south, a video producer was placed in direct contact with the school he had often asked, a stationery supplier was placed in front of No.7 Labs—his target client ready to hear him. Into his 10th call, he was enjoying himself.

One of the core strengths of networking is that by nature we are all more comfortable saying "he is great" than pushing our own cause. By the time David had finished making his calls, his success rate ran at over 80 percent. People want to help those who in turn help others. Carry this with you, and no door will ever be firmly closed to the members of your network.

With the knowledge that it is within your grasp to open the door to almost any company targeted by your network, the true potential of focused networking for the modern businessperson is finally revealed. The limitations to success are found only in the strength of your relationships with your fellow members. Like everything in life, nothing is achieved without effort. This is Net-WORK! But the ability to work with a group of non-competing businesspeople, to be able to identify exactly with whom you want to do business and then have your network bring those customers, primed, to your door, is a prize worth working for. Focus on every aspect of your relationships with your network your attendance, attitude, commitment, contribution, follow up, testimonies and support and you will build a network that will take your business wherever your ambition desires.

Week 6 – Following Up on Referrals

We're continuing our series of training sessions on BNI Fundamentals. This week, our topic is "Following Up on Referrals," and it's based entirely on things spoken or written by Dr. Ivan Misner, the founder of BNI.

First, if you give a referral, make sure that you follow up with the recipient to make sure you gave a good referral. Don't just assume that, "No news is good news." It isn't.

Second, if you get a referral, immediately make it your highest priority. You have to show that you're good at what you do, that you can and will provide the expected products or services, and that your customers are happy with the result and with you.

Make "Thank You" notes a habit. Don't wait until after the sale. Send a short note or card as soon as you can to acknowledge the trust the member showed in you.

Third, understand that a referral in BNI is not a guaranteed sale; it's the opportunity to do business with someone who is in the market for your products or services. The referral is only half the battle; the other half is turning the referral into a client. Anyone who is experienced and successful in referral marketing will tell you that sales skills are essential here. According to Dr. Misner's research, 34% of all BNI referrals turn into sales; that's a huge number, but it doesn't happen automatically. You really do have to become good at sales.

We don't teach sales skills at BNI. We're a networking organization. There are a lot of other organizations whose focus is sales skills. Dr. Misner's own book, "Masters of Sales," is a great resource. That being said, "Givers Gain" works in sales, too. Remember that selling isn't something you do TO someone, but rather something you do FOR someone. If you believe in your product, and can show your referrals how it can solve their problems, your results will be just fine.

What do you do if a problem comes up? Fix it. Whatever it takes, fix it. You won't have a more important client than one your BNI chapter referred to you. Take really good care of your referral, deal with them with integrity, and do everything possible to make them a happy, successful client. Keep everything above board and communicate clearly. No hidden charges, no unexpected exceptions, no bait-and-switch. Walk your talk, or your BNI members will never refer you again.

Finally, let the person who gave you the referral know how things are going, and how effective the referral was. Be honest, be positive, and be clear. Remember that each of

us has to train the rest how to make a referral that works for us. We can't do any better for you without feedback. Remember to keep it positive. If it wasn't a good referral say so, in a constructive way, such as approaching the member privately and saying "I appreciate that you referred Mary to me, Bob, and I'm trying to connect her with someone who can help her better than I can. A better fit for me would be..."

So, here's a quick review:

GIVE

- If you give a referral, follow up to make sure it was a good referral
- If you get a referral, immediately make it your highest priority
- Make "Thank You" notes and cards a habit
- Sales is a necessary part of your business; get good at it
- If problems arise, handle them quickly and honorably
- Give feedback on the effectiveness of the referral

GAIN

- More - and better - referrals - higher quantity and higher quality referrals

In closing, let me suggest that you know you're a BNI member if... you describe someone as a "five" and you mean it as the highest compliment.

Week 7 – Effective 1-to-1s

We're continuing our series of training sessions on BNI Fundamentals, mostly based on things spoken or written by Ivan Misner, the founder of BNI. Today's Educational Moment focuses on 1-to-1s, also known as Dance Cards.

Why does BNI recommend these? Because the whole premise of BNI is to build business through building relationships. This is one of major distinctions between BNI and other networking groups – the in-depth understanding of one another's core competencies. Meetings can't provide that. 1-to-1s are the only way to do it. What is a 1-to-1? Simply, it's a meeting, in person, between two BNI members (or even prospective members) to deepen the understanding between them in order to foster a better business relationship.

Today, we're going to make four suggestions for successful 1-to-1s. The first step is knowing who the 1-to-1 is about. If you ask someone for a 1-to-1, then the focus of your meeting is the other person, not you. You ask in order to learn how to give referrals to that other person, not how to get them. It's Giver before Gain. You may have time in your 1-to-1 meeting to switch roles and focus on you, but if that doesn't happen, it's still a successful 1-to-1. Of course, if someone asks you for a 1-to-1, then you're in the spotlight. If nobody asks you, you may want to look at your 60-Second Presentation.

The second suggestion is to distribute the Member Success Program Manual. GAINS is an acronym for Goals, Accomplishments, Interests, Networks, and Skills. If you use this as a structure for your discussion, you'll find the most valuable, and useful information about your fellow BNI member. This may surprise you, but the GAINS profile can also be incredibly useful in any business interview situation: a new employee, a new client, etc. You want to end each 1-to-1 with a clearer picture of how you can bring good referrals to the other member.

The third suggestion is that you should end each 1-to-1 with a commitment. This may be to refer someone to the person you had a 1-to-1 with, or it may be to follow up with another 1-to-1 meeting to find out more about your BNI partner before attempting to make a good referral, or to focus on you and your business needs. It doesn't matter what you're going to do, just make sure that you're going to do something as a result of your meeting. If you don't come away with an action plan, did you really accomplish anything, or were you just socializing?

The fourth, and final suggestion, is that a 1-to-1 is not a one-time deal. You should go back and do another 1-to-1 with all members again, to deepen your relationship and find out more about why and how to refer to that member.

So, here's a quick review:

HOW YOU GIVE

- 1-to-1s build relationships, which build trust
- If you ask, it's about the other person; if they ask, it's about you
- Use the GAINS profile and the 1-to-1 Planner which you can obtain from your Director
- Come up with an action plan at the end of every 1-to-1
- Repeat 1-to-1s with all members to build deeper relationships

HOW YOU GAIN

- 1-to-1s are how you train your sales team to bring you sales, and how you get trained (by them) how to bring them referrals.

In closing, let me suggest that you know you're a BNI member if... your business partners know more about your dreams and the things you're proudest of than do most of your family and friends.

Week 8 – Successful Substitutes

We're continuing our series of training sessions on BNI Fundamentals. This week, our topic is "How to Invite a Substitute."

To begin with, why do you need a substitute? Because you'll be remembered, and you're therefore more likely to receive referrals. We inferred this when we talked about participation in BNI. In marketing, it takes about seven times for someone to actually notice an ad. It takes about that many times to "be seen" for people in your BNI chapter to start to understand what you do. Substitutes provide a way for you to participate even when you are not physically present.

Who to ask? You should send a substitute that is going to best represent you and your company. For example, a client is probably the best choice. They can share their testimonial as to why they do business with you. Who are some examples of people to consider for ideal substitutes? Your customers, clients, patients, friends, family, people in your referral network, people in your support network, people in your information network and employees. Why? Because they love you and you can give a great testimonial!

Who does NOT make a good substitute? A person who seems to be substituting for someone in the chapter every week or nearly every week. A person who seems to substitute every week, but will not join the chapter.

Substitutes must understand that their primary purpose is to represent the member. If there is a conflict with a member, it is up to YOU to tell your substitute how to present him or herself. A one-time substitute should be treated like a guest. Even though they claim to do the same thing as a member, substitute; present themselves as a new referral source for others in the chapter. It does no harm to the existing member.

Why would you put much effort into getting and training a substitute? Well, because the motto of BNI is... "Givers Gain." Good for you, good for your substitute. So, dear sales team, what could you do to prepare your substitutes to make them AND you look good?

First of all, have your 60-Second Presentation pre-written. How many of you have one or two already written that you could send at a moment's notice? I strongly recommend you do that so you can make it easy on yourself when you need a substitute in a hurry. You can e-mail your already-written 60-Second to your substitute.

The sooner the better so they feel prepared. Nothing is worse than sending someone into a strange or new situation with little to no preparation time.

Secondly, on the very same e-mail as your 60-Second Presentation, kindly tell your substitute what to expect. Include the name and location of the chapter, a brief overview of the meeting, and if there is a venue fee or any other cost involved. This is not only a wonderful courtesy to our guest; it also helps the meeting run more smoothly and gives your sales team a better idea of who this person is.

Thirdly, a great strategy is to identify a substitute or two and bring them with you to your chapter meeting so when you do need a substitute they are well-prepared and know what to expect.

So, as a quick overview:

GIVE

- Always have a substitute (always be represented at the meeting)
- Best substitutes: clients, eligible guests
- Bad substitutes: guests with Frequent Flyer mileage (perma-substitutes)

GAIN

- Visibility (your name is mentioned by your substitute)
- Credibility (you are a team player and your substitute sings your praises)

In closing, let me suggest that you know you're a BNI member if... you can't attend your favorite niece's wedding, but it's okay ... you've got a good substitute.

Week 9 – Inviting Visitors and Following Up with Them

We're continuing our series of training sessions on BNI Fundamentals. This week, our topic is how to invite visitors and follow up with them.

Referrals are how you give to other chapter members. Bringing visitors is the best way to give to the chapter as a whole. Basically, visitors ARE referrals, only they are referrals to the entire chapter.

Remember when we discussed Tier 1, 2, and 3 referrals? Remember that referrals happen only once members start to trust you? Well, it's Givers Gain time; the best way to demonstrate your trust in your chapter members as a group is to open up your circle of contacts to the chapter by bringing those contacts to the meetings.

Why do we care so much about visitors? Visitors are often the best referral sources, and may result in multiple referrals among chapter members. Now, isn't THAT a nice way to help your chapter and your contacts!

What do *you* gain by inviting visitors to your chapter? First, other chapter members recognize your trust in them, and begin to return that trust to you by opening up their own contacts to you (Tier 2 referrals). Second, your circle of acquaintances gains from their new connections to the chapter members, whether they join BNI or not. As a result of this, you gain a reputation among your circle of contacts as "well-connected," which is an honorable title in the world of networking.

Here's a tip to maximize the positive effect of each visitor you bring to the chapter. As soon as you know you have a visitor coming, think of which chapter members you would most like the visitor to meet, based on what you know of the visitor's individual needs and/or the visitor's business. Next, introduce each pair of potential match-ups by phone or by email BEFORE THE MEETING and explain why you're eager for the two of them to meet. Finally, make sure that you introduce your visitor personally to each of those chapter members at the start of the meeting, and repeat your reasons for introducing them. What could be more efficient and effective?

So, as a quick overview:

GIVE

- Show your trust in your chapter members by opening up your circle
- Visitors can be a great referral source

GAIN

- Others recognize and return your trust
- Your circle of acquaintances gains from connection to the chapter
- You gain a reputation among acquaintances as "well-connected"

In closing, let me suggest that you know you're a BNI member if... you receive a traffic citation in the mail, and you call the court to ask if it's okay to bring a visitor with you.

Week 10 – Effective 60-Second Presentations

We're continuing our series of training sessions on BNI Fundamentals. This week, we're going to focus on your 60-Second Presentation that you present each week. The purpose of a 60-Second Presentation is to educate your sales team about who a great referral is for you.

First, start with the basics. Your time is 60 seconds, and not a second longer. When you've run out of time, sit down. If you keep going, your sales team will feel unfriendly toward you and will stop paying attention. Less is more. And please, let your guests and substitutes know about this 60-second rule. It will help them make a better impression and they'll thank you for it.

Second, follow a proven formula. Do what successful people before you have done and follow a proven formula. I've given you a handout with Dr. Misner's own BNI recommended paint-by-number formula on it for your reference.

The structure has five parts.

1. Your Name, company, profession, what we do - a brief overview of your business
2. The Least Common Denominator - the specific part of your business you wish to educate us on this week
3. The Body - talk about the LCD. This is the bulk of your presentation
4. The Ask or Call to Action - a very specific referral request
5. The Close - name, company, profession and memory hook.
Let's walk through it quickly.

1. Name, company, profession and what we do:

“Hi, my name is ... Tom Galloway, and I represent the health store where we educate people how they might address their health issues using simple food choices instead of relying on drugs.”

2. The LCD

“This week I’d like to talk to you about allergy relief...”

3. The Body

“Who do you know who suffers from seasonal allergies? A busy business person who always seems to get sick around the same time every year, which really gets in the way of attending to business; someone who would really love to make it a non-issue...”

4. The Ask/Call to action

“I would like a personal introduction to your co-worker who battles seasonal allergies...”

5. The Close

“I’m Tom Galloway, with the health store. Helping extend expiration dates, one person at a time.”

That’s all there is to it.

So, to review: the purpose of a 60-Second Presentation is to create consistent communication about how your sales team can help you make money. Keep to the time limit. Follow the formula for what to say and how to say it so people remember you and you get business. The clearer you are in asking for what you want and painting a mental picture, the easier it is for your sales team to bring you good referrals and invitations for a 1-to-1 to learn more about your business. Be specific!

Here’s a brief summary:

You GIVE by:

- Keeping to the time limit
- Being clear and specific (“A good referral for me is...”)

You GAIN by:

- Leaving a favorable and lasting impression
- Getting good referrals and invitations for 1-to-1s.

In closing, let me suggest that you know you're a BNI member if you're talking to your spouse in your own kitchen when the oven time goes off, and you immediately sit down and stop talking.

Handout: Outline of a 60-Second Presentation

- 1. Name, company, profession, what we do (be brief!):**
- 2. The Least Common Denominator (one product or service, target market, benefit or professional qualification in your business):**
- 3. The Body:**
- 4. The Ask:**
- 5. Name, company, memory hook:**

Week 11 – Effective 10- Minute Presentations

Over the previous ten weeks, we've discussed many of the fundamentals of BNI, from meeting attendance to inviting guests to giving your weekly 60-Second Presentation. Today's topic is doing an effective 10-Minute Presentation; your opportunity to focus on your business for a whole ten minutes.

We'll discuss it in two parts: first, how to set up your 10-Minute Presentation for maximum impact; and second, how the 10-Minute Presentation fits into the "big picture" of your BNI word-of-mouth advertising campaign.

First, what is a 10-Minute Presentation? Is it:

- (A) Something BNI forces you to do periodically?
- (B) A chance to give your usual 60-Second Presentation, only with time enough to get it right?
- (C) An opportunity to talk about enough of your products or services that most of us will buy something from you that day?
- (D) An opportunity to teach us everything there is to know about your business in ten minutes or less, to make sure we all realize that your job isn't easy?

Actually, the 10-Minute Presentation is none of the above. It's something much more. If handled correctly, it's an opportunity for you to educate your sales force on how to find referrals for you, without you doing any of the selling. Sound good?

Prepare and practice your 10-Minute Presentation prior to your meeting. Invite your clients, contacts and people in your network to attend your 10-Minute Presentation. Use the phone and e-mail to contact all the members to remind them who it is they need to invite to your 10-Minute Presentation. Remember, it takes most of us weeks to get someone. Invite some potential clients of your own. Here's a secret... start early to invite your own cheering squad: a group of fan clients, to appear on the day of your 10-minute. Make sure your biography sheet is updated.

Let's review how your BNI life comes together to bring you potential business clients. Your attendance and behavior at meetings speaks worlds about how you would treat those referred to you. Your 10-minute should be teasing enough that everyone wants to have a 1-to-1 with you to learn more about your business.

Your 10-Minute Presentation is a chance to better educate the chapter about your business. You need to prepare for it. Make sure the room is filled with both potential and existing clients, you have a great biography, and you're prepared with a clear explanation of who you wish to be introduced to. The momentum will create magic.

To close, you know you're a BNI member if, while you're on a sales call, you stop and wait for applause after you finish making your presentation.

Week 12 – Learning About BNI

Over the previous eleven weeks, we've discussed many of the fundamentals of BNI, from meeting attendance to inviting guests to giving your weekly 60-Second Presentation. This week, let's talk about what you can learn about BNI outside of the meetings, and all of the business-building resources available to you through BNI. Networking is about people, so there's always more to learn.

1. Training Opportunities

The first is Member Success Program (MSP) which is required for all new and recommended for all renewing members. It provides an overview of BNI membership and all the ways you can increase your visibility and credibility and, ultimately profitability.

Another happens around the change of term, Spring and Fall. Leadership Team Training is required for all members in leadership roles (President, Vice President, Secretary Treasurer, Education Coordinator, Mentor Coordinator, Membership Team, and Visitor Hosts).

Anyone can attend any of these trainings when they are offered. The more often you go, the more you learn as you will hear different things each time you go.

2. Online Resources for Learning More About BNI and General “Good for Your Business” Skills

www.BNI.com

The official international website

www.BNIPodcast.com

The Official BNI Podcast – everything you want to know about BNI, networking, business building, and Ivan Misner. Interesting categories include: BNI Meeting; Business Cards; Education Coordinators; Emotional Intelligence; Getting The Most From BNI; Givers Gain; Leadership Teams; Meeting Stimulants; Membership Committees; Networking Exercise; Online Networking; and Power Teams. You can read the transcripts in addition to listening to the podcast. Archived podcasts go back to the date of the first podcast, April 11, 2007.

www.BNISuccessNet.com

Networking Education & News - a free monthly online newsletter from BNI (see BNI.com).

www.NetworkingNow.com

Downloadable Articles on Business Networking. Subscription website.

www.Entrepreneur.com

Read the Networking Column and Blog by Dr. Ivan Misner.

www.MastersBooks.com

Where you can view Dr. Misner's latest #1 bestsellers.

3. Other Resources

Books by Ivan Misner

- Truth or Delusion? Busting Networking's Biggest Myths||
- World's Best-Known Marketing Secret||
- Masters of Success||
- Masters of Sales|| (by Ivan Misner and Don Morgan)
- Masters of Networking: Building Relationships for Your Pocketbook||
- Business by Referral: A Sure-Fire Way to Generate new Business||
- Seven-Second Marketing: How to Use Memory Hooks to Make You Instantly Stand Out in a Crowd||
- It's In the Cards||
- The 29% Solution: 52 Weekly Networking Success Strategies||
- Givers Gain: The BNI Story||
- BNI Networking Secrets CD|| (Audio book) - *includes the secrets of BNI Networking from Dr. Ivan Misner'. Gain two decades of networking experience in less than three hours!*

Please contact your Director to order Books and CDs or go to www.BNI.com and click on BNI Store.

Strategic Alliance Partners

Strategic Alliance Partners have made a commitment with BNI to provide reciprocal referrals, coordinate activities between both organizations, participate in the BNI program and/or conduct other activities that cultivate the Alliance.

BNI Strategic Alliance Partners include:

- The Referral Institute
- Brian Tracy University
- Send-Out-Cards
- Coffee News
- Buffini & Company
- Ecademy
- Press-A- Print
- High Achievers Network
- Small Business Advocate Radio Show

In closing, you know you're a successful BNI networker when... with all the networking you've done, your personal address book now resembles the yellow pages.