

HOW TO INVITE VISITORS TO OUR BNI CHAPTER script

Recommendation:

Engage your audience before you start the presentation. Ask them if they were invited to BNI? How were they invited? If they found BNI themselves this is a great point to highlight - people are looking for networking groups, so don't be afraid to approach people.

And if you have a good story about inviting a visitor and the outcome, weave that into the presentation. Remember you only have 3-5 minutes. You may not get to use all this script. Keep it to the point and only use if necessary.

Black font = words on the power point slide

Red font = words you can use to help explain the slide

Script

Its a gift, not a sales pitch.

you are offering them a massive opportunity to grow their network, get connections and free exposure.

Don't Over think your invite.

Think of people you already know - clients, suppliers, colleagues

Who to Invite?

The "complaining client":

- my accountant is slow
- I need a good painter

Invite the complainer to the meeting to introduce you to the accountant.

Don't have a painter? - go looking for a painter to invite - probably on Nextdoor App or a FB group.

Action tip:

- Create a list of 12 business contacts from your phone or LinkedIn. Don't limit to business people.

Who would benefit from being exposed to the people in this room?

- Set an intention of becoming a good inviter
- Set a personal goal to invite 12 visitors per year minimum
- Listen to all the podcasts on inviting
- Have a 1-2-1 with the top inviters in your chapter.
- Set a collective goal like 15-20 confirmed guests per month. That is 1 or 2 each in a month.

How to Invite?
Keep is casual

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or “I would like to invite you to meet my trusted network. Are you free next Thursday morning?

Are you looking for more business?

Why we invite?

Energy

Potential referrals - a visitor can bring around \$1000 to the room.

Podcasts to listen to: BNI Official Podcast
Episode 300 - Visitor Days
Episode 301 - Capture Your Success Stories
Episode 350 - Invite a Visitor