

LinkedIn to BNI – Simple Beginner Guide

This guide simplifies the original presentation into a step-by-step process for someone with no LinkedIn outreach experience.

Goal

Connect with local business owners on LinkedIn and invite suitable people to visit your BNI chapter.

Step 1 – Choose Who to Contact

Creating a list. Focus on professions that work well with your business (e.g. copywriters, marketers, SEO specialists, graphic designers, software developers, AI specialists, cloud consultants, PR consultants and similar).

- Search only in Northern & Greater Brisbane.
- Prioritise 2nd and 3rd degree connections.
- Avoid people already connected with your chapter eg a plumber

Step 2 – Daily Activity

- Send only a maximum 30–40 connection requests per day.
- BUT Start slowly:
 - Week 1: 5/day (Mon/Wed/Fri)
 - Week 2: 10/day
 - Week 3: 10/day
 - Week 4: 20/day
 - Week 5+: 30–40/day

Step 3 – Connection Request

Keep it short.

Example:

Hi [Name], I'm a member of a business networking group that meets on Thursday mornings at Aspley. Some of our members are looking to connect with people and refer to (in your profession) If you're interested, I'd love to connect.

Step 4 – When They Accept

Thank them, briefly explain the group, ask about their business, then invite them to attend a meeting. Request their email address and mobile number so you can register them. **Do this personally, people will feel the love and you really want to know more about them when they arrive as visitors**

Step 5.0 – Follow Up

Day 3: Friendly reminder if they haven't replied.

Just thought I would follow up on my last message and talk about some of our group. As I mentioned there were some members who wanted to meet people in your industry. They include businesses in the following industries: Real Estate, Finance and Health and Wellness.

Step 5.1 – Follow Up

Day 7: Introduce yourself and your business.

Just thought I'd tell you a bit about me.

I just thought I would tell you a bit about my business. b2b websites is an outcome focused, full stack web design and development agency based in Brisbane. With a team of 12 individuals and 150,000 hours experience in this world of an interactive Web, 2.5 b2b has your back. We have good referral sources for people in your industry. We give referrals regularly and collaborate often. I'd love to get on the phone and have a chat about your business.

Step 5.2 – Follow Up

Day 14: Send your contact details and leave the door open for future contact.

Here are my contact details, please reach out if you ever need help.

Hey, I understand you are busy. Thanks for connecting. If your circumstances change I would love to have you join us at a meeting. Please reach out if you have any questions or if you need an introduction to someone.

Step 6 – Register Interested Guests

Once they agree, register them in BNI Connect and send the meeting details.

Step 7 – Track Everything

Use a spreadsheet with:

- Name
- Profession
- Date invited
- Accepted? (Y/N)
- Follow-up sent
- Registered
- Attended
- Notes

Golden Rules

- ✓ Personalise every message.
- ✓ Don't sell.
- ✓ Be helpful and curious.
- ✓ Be consistent every week.
- ✓ Track every conversation.

Simple Workflow

1. Search for prospects
2. Send connection request
3. Connection accepted
4. Invite to BNI
5. Register guest
6. Follow up
7. Build the relationship