



# You've been invited

To a BNI® chapter meeting, a new way to do business.

This meeting gives you the chance to meet several members of your local business community. These introductions could lead to new partners, customers or suppliers which can improve the value of your business. **We look forward to welcoming you as a guest.**

## This BNI chapter:

Connects you to more than  
**250,000**  
business people

**REACHES 70 COUNTRIES**  
around the world

Passes  
**MILLIONS**  
of referrals

Generates  
**BILLIONS OF DOLLARS**  
of business

### What to expect when you attend this meeting:

- To generate the **biggest possible impact** for you and your business, in the shortest time, BNI chapters operate by a 90-minute agenda. Each week, BNI members in more than 9,000 chapters around the world use this agenda to grow their businesses.
- You are invited because someone saw that your **business could benefit from a BNI membership** and thought you could have a positive impact on the chapter.
- BNI chapters track referrals, assign a value and keep a scoreboard to help **make trading business fun**. You'll hear statistics like referrals given, referral goals, and income generated.
- In BNI, generating money for other members becomes a game. And the best part, more players mean **more referrals** and a higher score. More referrals because new members give long-time members a new person to give referrals to and to generate referrals from.

### What you can do to prepare:

Visitors like you attend chapter meetings all the time. Members are excited to meet you and make every effort to make the experience fun and productive for you. Think of it as an invitation to a fun party, with an agenda.

The only portion of the agenda you need to concern yourself with now is introducing yourself. You'll have a few seconds to give your name, your business, the problems you solve and your target customer. It's that easy. One last detail is to remember to give your name at the end of your introduction as well to help members remember you when they have someone to refer.

### What can happen after you attend this meeting:

When members agree you are a good fit for the chapter, you will be invited to apply for BNI membership. BNI Membership helps you generate more sales with consistent growth, less effort and lower cost than other marketing methods.

# CORE VALUES

for growing a thriving business and living a happy life



## GIVERS GAIN®

Be willing to give first, before you expect to gain. Giving unconditionally creates a better world for everyone and creates important opportunities and lasting relationships.



## BUILDING RELATIONSHIPS

Building strong relationships creates an environment of trust and support that yields happiness, opportunity and meaning.



## LIFELONG LEARNING

Invest in yourself to become the leader you want to be. Your value grows as you develop your knowledge and skills. Lifelong Learning and lifelong happiness are intimately connected.



## TRADITIONS + INNOVATION

We honor our traditions and look to a brighter future fueled by innovation, optimism and excitement.



## POSITIVE ATTITUDE

We find the good in everything that happens to us, and that propels our lives forward. Finding the good in every person enables us to attract terrific people, opportunities, and wealth.



## ACCOUNTABILITY

We keep the promises we make, especially when it is hard to do so. This creates trust and supports strong relationships.



## RECOGNITION

We appreciate that recognition fuels the growth of successful organizations. The person who masters the art of recognition attracts success, meaning, and happiness.