



35 Ideas To Grow Our Chapter

Phil Berg told us all about how to grow our chapter, how to attract new members and to make sure that we attract the best members...

A lot of information was packed into his rapid fire 35 minute presentation at the BNI Regional Members Day 2010 in late June in London.

So below I can not do justice to his presentation other than to recall and share my notes, so we can grow our chapter with vigor and style too.

Goal set for 45+ members

Ring visitors the morning of the day before

One way and one way only to grow the chapter – invite more visitors

Weekly categories to be targeted

Conversation starters – use them

How's business – can you handle more?

Adverts, when you see them, talk to the advertisers

Power team building

The Hot Seat

Effective BNI supported visitors days – use them

Rehearse your script for inviting

Structured member mentor pack

The BNI game – play it especially in July and August

Orientation Session (45 minute interview)

Bring 20 postcards after joining

Each week, fill in and hand out two visitor cards

Focused visitors Days

One liners (great since I have been in BNI)

Return the favors

Techniques to invite friends

Y we have to think of more

Follow up with visitors

Invite more to our meetings

Visitors Benefits of them attending
Education workshops

Postcard every week to chapter
Lucky them for finding us!
Uninterruptible BNI Humour
Search your home and discover tradesmen!

COURTESY: BNI APEX