

# **Inviting Visitors to BNI**

Expanding Networks, Creating Opportunities

# Why Invite Visitors?

- Boosts chapter energy and excitement.
- Creates new opportunities and connections.
- Expands both your network and theirs.





# Benefits to **You and Your Visitor**

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- Elevates your credibility as a connector.
- Opens up business opportunities and potential referral partnerships.
- Visitors witness the trust and accountability of our chapter.



# What's **Stopping** Us?

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- Fear of rejection or pre-judging potential visitors.
- Misconception that inviting means pressuring to join
- Thinking someone might be too busy or not interested.



# **Inviting** is Not **About** **Recruitment**

- Let them experience BNI benefits firsthand.
- Focus on building networks and relationships.
- Remember, even if they don't join, they may still do business or become referral partners.

# Effective Strategies for Inviting Visitors

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- Use LinkedIn and social media to reach out.
- Respond to cold emails/messages with a BNI invite.
- Leverage existing clients who need more business or contacts.



# Need Help? **Reach Out!**

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- Leadership team and membership committee are resources.
- Long-standing members can offer insights and suggestions.
- Don't hesitate to ask for guidance on inviting effectively.



# Challenge Yourself Today!

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- Identify potential visitors in your network.
- Use the strategies discussed to engage with them.
- Aim to bring at least one visitor to the next meeting.





**Thank You**

Happy Networking!