



## **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  
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COURTESY: BNI APEX