



# Next Steps Guide

For Core Groups / Startup Chapters

# BNI<sup>®</sup>



BNI ATLANTA

[www.bniatl.com](http://www.bniatl.com)

678.264.8708

*Changing the Way the World Does Business<sup>®</sup>*

# Next Steps Guide



## Step One

The key professions for BNI® Chapters are filled quickly. If you are interested in building your business with a dynamic referral team, please complete the application and submit it with your online payment receipt for consideration.

### Membership Application and Payment

1. Open your browser and go to BNI Atlanta's Regional website: [www.bniatl.com](http://www.bniatl.com)
2. On the top menu of the site, click on "**Application**"
3. Click on the "**Start Up/ Core Group Application**" red button
4. Click on the "**Download Membership Application**" icon
5. **Complete** application and **Save** the PDF file to your device
  - a. The forming chapter name or the following: "**A New Core Group**"
  - b. Your Sponsor is who invited you to BNI®
  - c. Provide two business references on the back of the application
6. **Make online payment** for your membership by clicking link: <http://bniatl.com/en-US/newmembershippayment>
7. Once the payment is complete, email both the completed application and your payment receipt to [coregroup@bniatl.com](mailto:coregroup@bniatl.com).

Expect a confirmation email within 24-48 hours of sending the application from [coregroup@bniatl.com](mailto:coregroup@bniatl.com). This email will have important details about setting up your interview with either a Chapter Ambassador or someone from our regional team. It will also include helpful information to get you started on the right path for creating relationships and building business by referral!

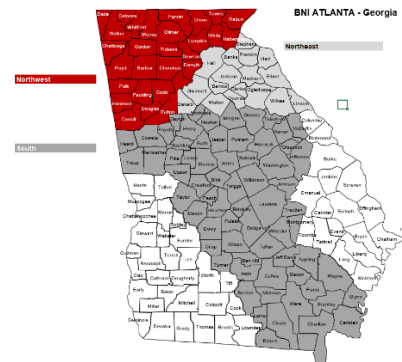
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**Global Website:** [www.bni.com](http://www.bni.com)  
**Regional Facebook:** @bniatl



## Who Do You Like, Know and Trust?

BNI® is based on building relationships. It is beneficial to invite people to network that you already like, know and trust. From the categories below, who do you know that operates on referral business? This is a memory jogger to help you to follow your money and identify people in your network. You may or may not be exchanging referrals with these people, but when you introduce them to a structured networking format like BNI, it helps them see you more as a referral partner.

- **Contact from your personal database?**
- **Who belongs to your local PTA?**
- **Who is your child's scout leader?**
- **Who is in your Rotary Club?**
- **Who is in your Lions Club? or Kiwanis?**
- **Who lives next door or across the street?**
- **Who is your dentist?**
- **Who cuts your hair?**
- **Who sells you furniture?**
- **Who replaced your windows?**
- **Who is your chiropractor?**
- **Who is on your holiday greeting list?**
- **Who is your child's orthodontist?**
- **From high school or college?**
- **Who sells you sporting goods?**
- **Who do you have lunch with?**
- **Who moved your belongings?**
- **Where do you buy your jewelry?**
- **Who do you order flowers from?**
- **Who books your travel plans?**
- **Who redecorated your home?**
- **Who sold you your kitchen appliances?**
- **Where do you buy your professional clothing?**
- **Who cleans your rugs?**
- **From your gym or spa?**
- **Who is your best friend?**
- **Who is your veterinarian?**
- **From your old job?**
- **From your church or Synagogue?**
- **From your fraternity or club?**
- **Who works on your computer or network?**
- **Through your spouse, family, children?**
- **From your old neighborhood?**
- **From your civic activities?**
- **From the Chamber of Commerce?**
- **Who enjoys the same hobbies or sports?**
- **Who is on your bowling team?**
- **Who is on your softball or basketball team?**
- **Who sold you your car?**

*\*Information attain from the BNI Pre-Core / Core*

Referrals come from members and visitors. Members come from visitors. If we want more referrals, we need opportunity to meet more people. If we consistently invite people to network, the team benefits from more referral relationships.

### Steps to identify your network:

1. Using the **Identify Your Network Worksheet** on the following page to list names of the people you already like, know or trust.
2. Reach out to these people via phone and/or email with the suggested dialogue on the Identify Your Network Worksheet.
3. Email introduce the invitee to the team using the email invitation template on the follow pages.



# Identify Your Network Worksheet

1

Five from YOUR Contact Sphere	C	R

2

Five Family or Friends w/ Businesses	C	R

3

Five Vendors	C	R

4

Five Current Referral Partners	C	R

5

Five from Social Media w/ Businesses	C	R

C = Confirmed; R = Registered as a Visitor to the Meeting

**Member Name:**

## What do I need to do?

There are five categories listed on this worksheet with five fields each. In each category, list five people that you know or people that you will contact to invite to your Chapter Meeting to network.

### Here are some suggested scripts for inviting your guests:

**“I’m getting involved with a structured networking group and we need someone in your industry to pass qualified referrals. Would you like a personal introduction to the others on our referral team?”**

If yes, **“Great. I’ll go ahead and email introduce you to the team. The email will have the meeting details and registration link. If there is someone in business you would like to bring with you, let me know.”**

### EMAIL TEMPLATE FOR INVITING:

We ask that you open-copy email introduce your visitors to the group using the template below.

Dear \_\_\_\_\_,

Please meet my referral team. We currently do not have anyone in your industry to pass our qualified referrals, so I wanted to personally introduce you to my team.

Team, meet \_\_\_\_\_ with \_\_\_\_\_. We know each other through (networking, client, vendor, friend, event, etc.). Please read more about \_\_\_\_\_ on his (website, FB or Linked In).

\_\_\_\_\_, please see meeting details and use the link to register. If you have someone you would like to bring, please email introduce them to us.

### Follow these steps to insert meeting location & registration link:

1. Go to [www.bniatl.com](http://www.bniatl.com) using your web browser
2. Click on **“FIND A CHAPTER”** on the top menu
3. Click the **“CHAPTERS FORMING”** red button
4. Click to select the Core Group to visit
5. Copy and Paste the URL or insert a hyperlink using the URL

**(Your Core Group Ambassadors can send you another template option)**

# Sample Contact Spheres



A contact sphere is a group of business professionals who have a symbiotic relationship. They are in compatible, noncompetitive professions, such as a lawyer, a CPA, a financial planner and a banker. If you put those four people in a room for an hour, they're going to do business together. Each one is working with clients that have similar needs but require different services. Hence, they're working that symbiotic relationship.

## Financial

Financial Planner  
Stockbroker  
Banker – Personal  
Banker - Commercial  
CPA  
P&C Insurance  
Attorney – Wills & Estates  
Bookkeeping Service  
Insurance (life, health, disability)  
Charitable Organizations  
Human Resources Professionals  
New Business Start-ups  
Social  
Funeral Directors

## Health & Wellness

Chiropractor  
Massage Therapist  
Dentist  
Psychotherapist  
Nutritional Products  
Beauty Consultant  
Hairdresser  
Optometrist  
Personal Trainer  
Weight Loss Consultant  
Spa  
Image Consultant  
Veterinarian  
Plastic Surgeon

## Events

Event Planner  
Travel Agent  
Florist  
Photographer  
DJ  
Videographer  
Caterer  
Sign Company  
Gift Baskets  
Balloon Artist  
Caricatured Artist  
Food/Coffee Service  
Limousine Service  
Baker

## Trades

Contractor  
Plumber  
Electrician  
Auto Body  
Auto Repair  
Heating/AC  
Flooring/Carpeting  
Painter  
Remodeling  
Appliance Repair  
Antiques Appraiser  
Handyman  
Glass/Mirrors  
Cleaners

## Business to Business

Management Consultant  
Office Supplies  
Computer Sales/Service  
Cellular Sales  
Telephone Systems  
Sales Trainer  
Temp Service  
Business Machines/Copiers  
Office Furniture  
Realtor-Commercial  
Auto Dealer Engineer  
Payroll Services  
Managed Services - IT  
Business Appraiser

## Real Estate

Realtor-residential  
Mortgage Broker  
Landscaper  
Interior Designer  
Cleaning Service  
Pest Control  
Property Management  
Architect  
Mover  
Antiques Appraiser  
Engineer  
Home Inspections  
Alarm/Security Systems  
Title Companies  
Appraisers  
Closing Attorney

## Marketing

Marketing Consultant  
Public Relations  
Printer  
Graphic Designer  
Direct Mail  
Promotional Products  
Advertising/Multi-Media  
Trade Show Displays  
Signs

## P&C Insurance

Auto Body Shop/Repair  
Mortgage Broker  
Bookkeeping Service  
CPA  
Property Management  
Attorney  
Insurance Adjuster  
Banker

Take a moment to think about the opportunities offered by cross-category business referrals – strong Contact Spheres can make your Chapter even more successful!

65% of member referrals come from people in their contact sphere.

## Register for Coaching Webinars

### BNI Core Group Applicant Next Steps Webinar

New Members and Applicants participate in two, 30-minute Coaching Webinars. Please register for the next two webinars using the instructions below. These webinars are listed on the “**Event Calendar**” page of [www.bniatl.com](http://www.bniatl.com) as “**BNI Core Group Applicant Next Steps Webinar**”. These webinars allow Members and prospective members to receive coaching to enhance their referral marketing skills and experience. Participation helps members understand the process of building a dynamic team of referral partners and how to be successful in this process.

Follow instructions below to register:

1. Go to <http://www.bniatl.com> using your web browser.
2. Select the “**Event Calendar**” option on the top menu bar.
3. Click the event you would like to register for on the calendar.
4. Click “**Registration for Non-Members**” at the bottom of the page. (You will get a Username and Password when the chapter charters. So, for now, register as a non-member.)
5. Fill in the form (Email, check the two boxes) and click on the “**Submit**” button. You will get an email to complete each registration.
6. Please note the log in and call in information is listed on the event description.

