

PASSPORT TO
SUCCESS

BNI®

*United States
of America*



Welcome to BNI NW Florida

We hope you have an amazing BNI experience. Below is our regional information to keep you up to date on events, advanced training, and all our NW Florida BNI Chapters.

Regional Information:



Regional Website – www.bni-nwflorida.com



Member Support – 850-765-1543



Facebook Page –
www.facebook.com/BNIofNWFlorida.FL.USA

We look forward to helping you grow your business.

Network Powerfully!

Karen Ellis

Executive Director – BNI NW Florida

Welcome

(member name)

Congratulations on becoming a BNI® Member!

Welcome to the BNI _____ Chapter.

It's great to have you as part of the team.

We:

Meet every _____ (day of week)

From _____ (time)

At _____ (venue)

_____ (address)

Chapter Fees \$ _____

How do I pay? _____

How to Use Your Passport








Since 1985, we have learned that the first 90 days are crucial to a New Member's success.

This Passport will allow you to create that success.

- Meet with the Mentor Coordinator for the names of the people you need to meet with and the topics you will cover.
- Plan on attending at least one or two One-to-One meetings per week.
- Have your mentor sign your Passport after your One-to-One meeting.
- Use this Passport to help you get the most from your BNI membership.
- You will be automatically enrolled in Member Success Program on BNI U.

You should be able to complete the entire Passport within 90 days of your induction. Make sure to keep this Passport as a reference tool.

BNI Core Values

-  Givers Gain®
-  Building Relationships
-  Life-Long Learning
-  Traditions + Innovation
-  Positive Attitude
-  Accountability
-  Recognition

BNI Code of Ethics

1. I will provide the quality of services at the price I have quoted.
2. I will be truthful with the members and their referrals.
3. I will build goodwill and trust among members and their referrals.
4. I will take responsibility for following up on the referrals I receive.
5. I will display a positive and supportive attitude.
6. I will live up to the ethical standards of my profession.

Professional standards outlined in a formal code of conduct for any profession supersede the above standards.

If you need support:

1. Talk to your Mentor Coordinator:

2. Talk to your Membership Committee.
3. Talk to your BNI Director/Director Consultant:

BNI Essential Websites

Log in to or subscribe to the following resources:

- Regional website: www.bni-nwflorida.com
- bniconnect.com
(Log in to update your Profile, access the Member Resource Center, complete your Biography Sheet, enter activity, etc.)
- bni.com/the-latest
for networking articles and webinars
- bnipodcast.com
- bniuniversity.com _____
(Login to to complete Chapter Education Units)

President

Mentor Name: _____

Topics: Roles, Agenda, Expectations, Weekly Commitment

Signature: _____

Vice President

Mentor Name: _____

Topics: Rules of the Game (Policies), PALMS Report, Power of One Report

Signature: _____



Secretary/Treasurer

Mentor Name: _____

Topics: Biography Sheet, Chapter Fees, Speaker Rotation, Membership Renewal Payments

Signature: _____



Substitutes & Attendance

Mentor Name: _____

Topics: Expectation of Attendance, Substitute Program

Signature: _____



Education Coordinator

Mentor Name: _____

Topics: Referrals vs. Leads, Chapter Education Units (CEUs)

Signature: _____



One-to-One Etiquette

Mentor Name: _____

Topics: One-to-One Meeting Planner, GAINS Exchange

Signature: _____



Chapter Tools

Mentor Name: _____

Topics: Slips Program, BNI Connect® Profile

Signature: _____



Gold Club Badge

Mentor Name: _____

Topics: Visitors add value; Review How to Bring People, Gold Club Badge Program

Signature: _____



Visitor Host Experience

Mentor Name: _____

Topics: Select a date to serve alongside the Visitor Host Team

Signature: _____



Local Trainings

Mentor Name: _____

Topics: Events Calendar, Online Registration

Signature: _____



How to Successfully Invite

Introduction: *What are you doing next (day)_____at (time)_____?*

Reply: *I have a group of business professionals I am excited to introduce you to. I am certain that many of them would benefit from meeting you. Can I register you for our next meeting?*

Say: *I'll be waiting for you at the door 10 minutes before start time so I can introduce you properly.*

Do: Keep it short and sweet. Always follow up!

Rather than trying to sell BNI, your goal is connecting them to a few people in the room.

AVOID SAYING THE FOLLOWING:

BNI, Weekly Meeting, Join, Networking, Membership, Member Success Program, One-to-Ones & PALMS.

My Member Success Program Checklist

- Complete the Member Success Program on BNI University (BNI U)
- Print out your Completion Certificate

Online Course: **BNI U**

Completion Date: _____

Signature: _____



How to Ask for a Referral

Once you have built goodwill and trust with the Members of your BNI Chapter, use the following techniques to increase the referrals you receive:












1. Be specific
2. Describe your dream referral
3. Use names of people you want to be connected to, if possible
4. Avoid generic terms like “anybody,” “everybody” and “small business”
5. Identify your ideal target market
6. Tell Members how you help your clients
7. Use the BNI Money Funnel
8. Use “Who do you know who...?”
9. Practice, practice, practice
10. Be prepared before your meeting



GAINS Exchange

G oals	
A ccomplishments	
I nterests	
N etworks	
S kills	
What makes them different?	
How can they help my clients?	
How can I refer them?	

My BNI Checklist

-  Complete the Member Success Program within 30 days of induction to the Chapter
-  Put business cards in BNI business card box/binder
-  Start collecting your fellow member's business cards to carry in your BNI Card Caddie
-  Arrange for a substitute to join me at my meeting
-  Prepare four versions of Weekly Presentations
-  Give a written testimonial
-  Bring a visitor
-  Give a referral
-  Complete my online BNI Connect® Member Profile including the GAINS Exchange
-  Schedule a One-to-One with fellow members using the GAINS Exchange
-  Prepare my Feature Presentation



Ambassador One-to-Ones

Or BNI Director

Ambassador Name: _____

Ambassador Signature: _____ (0-3 Months)

Ambassador Signature: _____ (3-6 Months)

Ambassador Signature: _____ (6-9 Months)

In the absence of an Ambassador, a Director/Director Consultant may complete this One-to-One section.

“Things that are easy to do
are easy not to do.”

Jim Rohn

U.S.A.

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