

Member Development Handout

Suggestions for generating new members to a new or, existing BNI chapter—ranked in descending order based on perceived value.

Referrals

- **Ask Influencers**
- **Ask BNI members (for core groups)**
- **Mail or e-mail people that you know personally**
- **3rd party invite**
- **Personal contact**
- **Ask clients**

Light Contacts

- **Present the opportunity during a speaking engagement**
- **Present the opportunity to those you meet at networking events or tradeshow**
- **Ask somebody who is cold calling you**

Cold Contacts

- **Create a website**
- **Make cold calls**
- **Mail or e-mail people you don't know**
- **Put out an ad**