

7-MINUTE GUIDE TO PERFECT WEEKLY PRESENTATIONS



Your customers receive more than 10,000 marketing messages a day, they ignore 99% of them. As a BNI Member, **we'll help you craft a message that breaks through**, gets heard and attracts customers so you can grow your business.



You'll learn the language that sells without looking salesy or feeling pushy. Once you've mastered these easy steps, you'll be able to tailor all of your marketing material to make it **more effective**. And, **your message will begin to spread throughout your network** (both within and outside of BNI).

This fast and quick framework was created by teaching millions of business owners around the world how to tell their business story. Once you learn the system, **use it to create your winning message and practice delivering it**, you'll be able to:



Deliver powerful weekly presentations to your BNI Chapter.



Update your website and online marketing materials to tailor your unique message.



Make all of the marketing and advertising you create more effective.



Generate more referrals within BNI and word-of-mouth marketing outside of it.



Transform people you meet into active members of your referral network in 60 seconds or less.

3-SIMPLE STEPS TO GROW YOUR BUSINESS BY ATTRACTING THE CUSTOMERS YOU DESERVE

STEP 1

2-minutes

DESCRIBE YOUR BEST TARGET CUSTOMER

Many new marketers fail because they never define a target customer. Instead, they use words like, "everybody" or "anybody". Defining a target market is not limiting - rather it gives referral partners a mental picture of the best customer to refer to you.



Think of a person or company who is already a ideal customer for you.



What neighborhood do they live in?



What is their family status and profession?



How does their household income compare with the average?



What are they planning, bragging about or complaining about?

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STEP 2

 2-minutes

WHAT ARE THE PROBLEMS YOU SOLVE FOR YOUR TARGET CUSTOMER

All businesses exist to solve a problem. Too many business owners talk about their products and services. This sounds self-serving and it pushes people away. Instead, **talking about the problems you solve makes you into a giver who attracts customers.**

1

List at least three problems your ideal customer has that makes them ideal for your business.

2

What is the worst thing that could possibly happen to your customer if their problem isn't solved?

3

What is the best thing that can happen to your ideal customer once their problem is solved?

4

Do you have client success stories to illustrate how you help your customers?

STEP 3

 3-minutes

BUILD YOUR PRESENTATION

5 Elements of the perfect business introduction

1

Introduce Yourself: Name and Company Name.

2

State your professional classification in BNI.

3

Tell a brief story about a problem you solved for a customer.

4

Request a referral – who do you know who is [insert target customer] who suffers from the problem of [#1 problem you solve].

5

Repeat your name and company name.



REFINE INTO A WEEKLY PRESENTATION

The business owner with the clear message is the one who attracts the most customers. Too many marketers complicate their message by talking too much about themselves. **We help you focus on the few simple elements** to create a powerful marketing message - the problems you solve for your customers.

Once you learn how to create these presentations for your business, you can use at any club, charity or campaign you lead to be the person who helps **to make it into a success.**

FOR MORE INFORMATION:

VIDEO

 Member Success Program – **Weekly Presentation**

(Includes additional methods for creating weekly presentations to help you keep your message fresh so you don't get lost in the noise.)

BOOK

The 29% Solution: 52 Weekly Networking Success Strategies by Dr. Ivan Misner

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