



BNI California Capital Region Mission:

To facilitate the business growth of all members of the BNI California Capital region.

Would you like to increase your business by 20%, 30%, 50% or as much as 100%? You can see results like this and many have.

So what is BNI?

BNI is a business and professional networking organization that allows only one person per profession to join a chapter.

Belonging to BNI is like having dozens of sales people working for you because all the other members carry copies of your business cards around with them. When they meet someone who could use your products or service they hand out your card and recommend your services. It's as simple as that!

It's simple because it's based on the proven concept of "what goes around comes around". If I help you, you'll help me and we will both benefit as a result.

In 2019, the 270,000+ members of BNI in 76 countries passed 12,400,000 referrals, which generated \$US 16.7 billion worth of business, more \$25 million in the Capital Region alone!

Successful businesses depend on word of mouth.

Word of mouth is the best advertising there is. BNI provides a structured and supportive system of giving and receiving business. It does so by providing an environment in which you will develop personal relationships with dozens of other qualified business professionals. By establishing this "formal" relationship with other people, you will have the opportunity to substantially increase your business.

Started in 1985 by Ivan R. Misner, Ph.D., BNI provides a positive, supportive, and structured environment for men and women to further their business through word of mouth marketing. BNI is comprised of groups called Chapters who meet weekly to exchange referrals and learn word-of-mouth marketing skills. The most successful chapters of BNI have up to 45 members who are committed to helping one another through networking. They are a team. As a participant in BNI you are responsible for complying with the policies and guidelines of the organization. A partial list of the policies is listed below.

POLICIES YOU SHOULD KNOW:

1. Only one person from each profession is permitted to join a chapter.
2. All chapter meetings are 90 minutes.
3. All participants should represent their primary occupation.
4. An individual may be a member of one chapter only. A company may have individuals representing them in several chapters.
5. **ATTENDANCE IS CRITICAL.** If you cannot attend a weekly meeting, you may send a substitute and/or visitor. This will not count as an absence. Participants are allowed 3 absences every 6 months. More than this and they are subject to their classification being reopened.
6. Participants are required to bring bona-fide referrals and/or visitors to their Chapter.

EXAMPLES OF THE BENEFITS TO YOU:

1. Increased exposure to many other people and businesses.
2. Substantially increased business through referrals.
3. Tools to network more effectively, including an orientation CD giving the "Formula for Success" in BNI, a badge, and a vinyl card hold to carry members' business cards and marketing materials for your chapter.
4. Participation in up to 52 networking meetings per year.
5. Monthly online SuccessNet newsletters with educational material on networking, public speaking, and business.
6. Participation in business trade shows (where you'll have an opportunity to market your chapter and your business).
7. Periodic workshops on networking.
8. **And much, much more!!!**

If you wish to participate in BNI you complete an application with payment, **your application will be reviewed by the Chapter's Membership Committee or Director and you will be notified of the status before the next meeting.**

INVESTMENT:

There is an application fee of **\$249** and annual participation fee. Participation fees may be paid annually at **\$549** or biennially at **\$899** for an initial investment of **\$798** or **\$1,148** respectively. There may also be an additional individual chapter charge for the rental of the meeting location.

Joining BNI should **NOT** be considered an unbudgeted \$798 expense. It's a **\$2.18 per day** investment to hire a 20 to 50 strong outside sales and marketing team.

Apply now before your competitor does!

FOR MORE INFORMATION CONTACT:

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