

Hi <insert first name only>:

I bet you're wondering why I'm sending you this little packet of real shredded money. As you know I'm a business owner just like yourself I wanted you to know about the best thing I've ever done to build my business

As you know the easiest customer to do business with you are your existing customers. What's been really exciting for me is finding that the best way to grow new business is with referrals and I've found a great way to do that. I'm part of a referral group and it's been nothing short of amazing!

In today's economy it's getting harder and harder to find new customers. The price of acquiring a new customer is 10-times MORE than repeat or referral business, and as small business owners we just don't have the time, money or resources to waste! I've found that since joining my referral-based marketing group I've dramatically reduced the amount of precious dollars I'm putting into finding new customers by myself and have seen just how easy it is getting customers to come to ME simply because of a recommendation from a trusted source.

What makes referral business so valuable?

1. Because they have been recommended to you by someone they trust referrals are more likely to become customers.
2. Customers who refer are more likely to stay with you and as a result, spend more, adding to their lifetime value.
3. Referrals who become clients are likely to give referrals because they understand the process.

Word-of-mouth advertising by way of referrals is SO MUCH easier than finding clients on your own and SO MUCH cheaper...

## **Stop wasting money and start MAKING money!**

### **How is this done exactly?**

I would love it if you could join me at a "Special Member Visitor Breakfast" with my referral group. I'm sure you'll love it. You'll see how we help each other generate a steady stream of prospects for our businesses using the proven referral system developed by BNI – Business Networkers International.

I know from personal experience you are top-notch – the only type of business we invite to BNI. Again, I think this is a great opportunity and I would hate for you to miss out on it.

**YOU DO NOT WANT TO LEAVE YOUR BUSINESS CARDS AT HOME FOR THIS ONE!** Be sure to bring at least 50-60 business cards to exchange with other guests and BNI members.

Here's the info YOU need to guarantee success in your business:

When: Wednesday, April 17th, 2013

Where: Burien Elk's Lodge (14006 1st Avenue South, Burien, WA 98166)

Time: 8am-10am (You bet breakfast is provided!)  
Cost: \$15 if you RSVP before April 9; \$20 at the door

Seating is limited, so please RSVP to me if you plan to attend and then mark the morning off on your calendar. (RSVP before April 9th to get the BEST value!) I've included my business card so feel free to call or email, whichever is best and easiest for you with any questions you may have... and to of course RSVP.

See you April 17th!

Sincerely,

PS – Remember to RSVP by Tuesday, April 9th to receive the best rate for this event!

PPS – Breakfast will be provided so arrive hungry on Wednesday, April 17th.

**\*\*PPPS** – Please feel free to bring a business associate with you who may also be interested in finding out how to generate more business through “word-of-mouth” marketing. In fact, receive a free book, Business By Referral for you and each guest you bring!

## **Read what current members have to say**

### **About their B-Town Business Builders Experience:**

“My business partner joined BNI a year ago; I was hesitant due to the cost and joined the chamber instead. After a year I saw how valuable the relationships she had built in her BNI group were and how much work it had bought our business. So this year I joined BNI and have already paid for my membership in new business. We are busier than ever and have BNI to thank for it. Whenever people ask me how I find my clients I always say BNI!”

-Valerie Thompson, Highline Design Alliance, Serving South King County

“BNI is a means for independent business owners to form a round table where all attending are stewards to one another. The multicultural environment strengthens the bond formed between members that perpetuates a greater sense of community, and a feeling that there is always someone who has your back.”

-Allen Schnuelle, Economy Wiring, Burien, WA

"When I started BNI I was spending close to 15k a year purchasing leads over the internet. As of June 2012, I no longer spend ANY money for internet leads. Instead, I invest my company's time and resources building a local referral network through BNI. My only regret is that I did not become a member sooner!"

-Fred Meyer, Fred Meyer Roofing, Burien, WA

"BNI has allowed us to grow our business not only significantly faster than we would have without BNI, but BNI has also allowed us to grow our business the way we want... through word of mouth and growing our reputation. For us, finding customers who value what they get for their money not just the amount of money they spend is important. BNI has helped us because the referrals we've received come from other business owners who value the kind of customers I do."

-Matt Clapp, Mosaic Insurance Alliance NW, Tukwila, WA

"BNI has been a great way for me to establish lasting relationships with business professionals in my local community that hold themselves to a higher standard of integrity. By meeting with them weekly, I feel comfortable passing their name along to my clients, friends, and family when they are in need of a service in the area.

Last year my business grew 40% strictly by word of mouth. If you are tired of wasting money on advertising that doesn't work I highly recommend joining BNI to help grow your business with quality referrals."

-Andy Rogers, Cox Financial, Burien, WA

"BNI has provided three key elements to my business. The most important, is an additional stream of referrals to my painting business, the second is access to professional, serious, businesses outside of my line of work to refer my clients to. The final element is the friendships that have been created with ambitious, hardworking, and fun people in the group."

-Will Tierney, CertaPro Painters, Serving King Country and Surrounding Areas

"My B-Town Business community is one that I find fun, motivating, and supportive. Attending Burien's chapter of BNI is a great way to start my Wednesdays because it gives me the focus and drive to get through the rest of the week. I typically leave the meeting inspired to not only get to work, but to produce *quality* and *exceptional* work that my fellow members can feel confident in referring out to their friends, family, colleagues... anyone they come across that they feel I can help. It's great having a support structure of successful, like-minded business people!"

-Jenny Lee, Keith Lee Business Systems, Kent, WA