

BNI - 60 Seconds

150 words.

1. Introduction (10)

My Name is My company is.....

We supply/provide

(No more than three - you can change them each week if you want to)

2. The reason (s) you should refer business to me... Ask your clients why they use you? (10)

(No more than three - you can change them each week if you want to)

3. Story (from your client's viewpoint) (30)

Problem/requirement

What special expertise/ passion you used to solve this

How did the outcome make your client happy /grateful?

(Three short paragraphs totalling about 75 words)

4. Specific Requirements (make it easy for your fellow members to give you referrals) (5)

(No more than three)

5. Memory Hook (5)

If you are stuck, try summing up everything you do in one short sentence – then try making it funny, rhyming, poignant or just memorable!

Time yourself!! Read it out loud against the clock. Even if it is not too long, edit by removing ambiguous words and phrases. Keep it punchy.

If you have included something that doesn't add usefully to your message, REMOVE it.