



# Meeting Stimulants



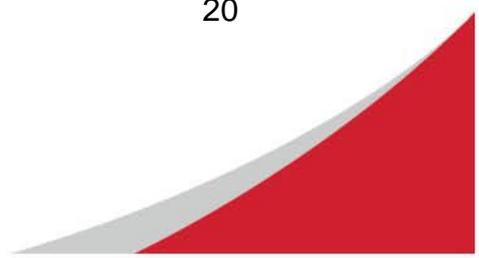
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Contents

Philosophy and Mission Statement .....	3
# 1 Fantasy Lead	5
# 2 Cards In A Basket	5
# 3 Pantomime Presentation	6
# 4 Paper Bag Presentation	6
# 5 True/False Quiz Presentation	6
# 6 Presentation Lead-Ins	7
# 7 Tools of the Trade	7
# 8 Can you Guess?	7
# 9 K-NET, W-NET Radio Spot	8
# 10 Industry Trends	8
# 11 Most Unusual Thing You've Done For Work	8
# 12 The Mad Hatter	8
# 13 Pick a Partner	9
# 14 How Good Is Your Memory	9
# 15 Ball of Yarn	10
# 16 Apart From The Pack	10
# 17 Mystery Basket	10
# 18 Fantasy Lead "The Sequel"	11
# 19 Directory Pick-A-Word	11
# 20 Winter Olympics	11
# 21 Personalized License Plates	12
# 22 Name That Tune	12
# 23 The Candy Bar	12
# 24 Fortune Cookie Presentation	12
# 25 Bring Your Substitute with You Day	13
# 26 Know Your Networker	13
# 27 New Year's Resolution	14
# 28 The One-to-One	14
# 29 Summer Olympics	14
# 30 Stocking Stuffer	14
# 31 Career Day	14
# 32 Testimonials	15
# 33 Talkin' BNI	15
# 34 Favorite T-Shirt	15
# 35 Positive Bombardment	15
# 36 The Year Of The Penny	15
# 37 MVP	15
# 38 The Survivor	16
# 39 BNI Boogie	16
# 40 The Missing Link	17
# 41 Bring One of Your Best Clients	18
# 42 Twenty Topics Tailored to Help You Talk Up Your Business	19
# 43 Rock On	19
# 44 Act as If	20
# 45 Dances With Wolves	20
# 46 24 Karats or Fools Gold	20





## Philosophy and Mission Statement

### BNI's Philosophy

Success in BNI means you need to be a positive and supportive member of an organization based upon mutual support. This requires commitment to your fellow members as well as to the philosophy of "Givers Gain®": by giving business to others, you will get business in return.

### Mission Statement

Our mission is to help members increase their business through a structured, positive, and professional "Word-of-Mouth" program that enables them to develop long-term, meaningful relationships with quality business professionals.

## BNI Core Values

1. Philosophy of Givers Gain®
2. Building Business through Meaningful Relationships
3. Training & Education
4. Traditions + Innovation = Success (T+I = S)
5. Positive Attitude

## Networking Code of Ethics

When evaluating members, please apply the following Code of Ethics to the various situations. This is not meant to be a list of specifics, but can be applied in principle to almost any conflict or complaint.

Upon acceptance to BNI, I agree to abide by the following Code of Ethics during the service of my participation in the organization:

1. *I will provide the quality of services at the price I have quoted.*
2. *I will be truthful with the members and their referrals.*
3. *I will build goodwill and trust among members and their referrals.*
4. *I will take responsibility for following up on the referrals I receive.*
5. *I will display a positive and supportive attitude.*
6. *I will live up to the ethical standards of my profession.*

(Professional standards outlined in a formal code of conduct for any profession supersede the above standards.)





## Meeting Stimulants

**Presidents:** The following are fun, educational ideas that can be used during the Weekly Presentations. Whenever you use one of these Meeting Stimulants, please inform the chapter that it was provided by BNI.

- # 1 Fantasy Lead
- # 2 Cards In A Basket
- # 3 Pantomime Presentation
- # 4 Paper Bag Presentation
- # 5 True/False Quiz Presentation
- # 6 Presentation Lead-Ins
- # 7 Tools of the Trade
- # 8 Can you Guess?
- # 9 K-NET, W-NET Radio Spot
- # 10 Industry Trends
- # 11 Most Unusual Thing You've Done For Work
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- # 15 Ball of Yarn
- # 16 Apart From The Pack
- # 17 Mystery Basket
- # 18 Fantasy Lead "The Sequel"
- # 19 Directory Pick-A-Word
- # 20 Winter Olympics
- # 21 Personalized License Plates
- # 22 Name That Tune
- # 23 The Candy Bar
- # 24 Fortune Cookie Presentation
- # 25 Bring Your Substitute with You Day
- # 26 Know Your Networker
- # 27 New Year's Resolution
- # 28 The One-to-One Dance Card
- # 29 Summer Olympics
- # 30 Stocking Stuffer
- # 31 Career Day
- # 32 Testimonials
- # 33 Talkin' BNI
- # 34 Favorite T-Shirt
- # 35 Positive Bombardment
- # 36 The Year Of The Penny
- # 37 MVP
- # 38 The Survivor
- # 39 BNI Boogie
- # 40 The Missing Link
- # 41 Bring One of Your Best Clients
- # 42 Twenty Topics Tailored to Help You Talk Up Your Business
- # 43 Rock On
- # 44 Act as If
- # 45 Dances With Wolves
- # 46 24 Karats or Fools Gold





## **#1 Fantasy Lead**

This exercise is meant to help members be more creative and provide a specific description of particular products or services they might offer as it relates to this scenario. Read the following story to the members of your chapter prior to their Weekly Presentations:

“Richard and Lynette Miller are engaged to be married. They have scheduled their wedding for 10 months from today’s date. They have begun to discuss the specifics of the wedding but have not finalized anything at this point. They have decided to take a two-week honeymoon but have not determined where.”

“Their joint annual income is \$104,000. Richard is the purchasing agent for a large manufacturing firm in the city. His job requires reviewing various proposals for equipment and professional services within the organization. Lynette is self-employed as a clothing designer and manufacturer. Her firm has been in business for six years. She makes all decisions regarding administrative and marketing matters.”

“Richard and Lynette have many hobbies. They like snow-skiing, water-skiing, backpacking, river-rafting, and golfing. They plan to start a family as soon as possible. They are interested in saving money to help their children through college, and they plan to invest jointly after they are married.”

“As a member of BNI, what services or products can you provide to help Richard and Lynette either personally or professionally? During your Weekly Presentation, please describe how you can help this couple.”

## **#2 Cards In A Basket**

Before the Weekly Presentations, collect one business card from each member at the meeting. Place the cards in a basket or container of some sort. Begin going around the room, having each member pull one card from the basket. Once all the cards are drawn, each member will have to do the Weekly Presentation of the member’s card they have drawn.

If the members feel particularly adventuresome, you may recommend that they not only do the person’s Weekly Presentation, but pretend that they are that person while doing it (attempting to use visual and verbal idiosyncrasies of the person they are imitating.)

This exercise helps members in two ways: First, it helps them to determine how well they are getting their message across to other members. Second, it enables their message to be communicated by a new person, which makes a meeting more interesting and often humorous.





### **#3 Pantomime Presentation**

The Pantomime Presentation gives members an opportunity to do something new for their Weekly Presentation by doing it without words. The Pantomime Presentation is meant to introduce a new technique into your meetings and keep the agenda lively. Announce the following at your meeting:

“For our meeting next week, you will all get a chance to do your Weekly Presentation without words. For example, an interior decorator brought a big kettle to one meeting. When her turn came to do the Pantomime Presentation, she put the kettle on the table, started pulling carpet, paint, wallpaper, and fabric samples out of a bag, and put them one by one into the kettle. Then she got a big wooden spoon out and began to stir the materials around. After a few moments of this, she reached into the kettle and pulled out and displayed an art board with the completed layout, color schemes, and photos of a beautiful home.

“Next week, I would like you to come prepared to do your Weekly Presentation in pantomime. This will be a great opportunity for you to be creative and innovative.”

### **#4 Paper Bag Presentation**

Start the Paper Bag Presentation by holding up a brown paper sack and announcing the following:

“This week, incorporate what you see in this bag into your Weekly Presentation. Take a good look into the bag, then tell us how it relates to your own unique product or service.”

Pass the bag around starting to your left, then sit back and enjoy the fun!! As each person looks into the bag, you’ll probably hear him or her laugh. As it goes around, those who don’t know what’s in the bag will be wondering what in the world it is.

The secret? Inside the bag is a mirror, face up! As members look into the bag, “the object” they see is themselves!! All you will need to prepare for this Meeting Stimulant is a paper bag and a small cosmetic mirror.

### **#5 True/False Quiz Presentation**

Announce the following one meeting in advance of the True/False Quiz Presentation:

“Prepare a three-question True/False Quiz about your business for your 60-Second Presentation next week. Questions can include facts about your services or your profession in general.

“At next week’s meeting, during your 60-Second Presentation, you will read your questions and take responses from other members as to whether the questions are true or false.”

This can be a very educational and informative style of presentation, revealing little-known





facts about your members.

## #6 Presentation Lead-Ins

Below are some Lead-In opening sentences. Choose one to use during the Weekly Presentations section of the next meeting. Members must start their Weekly Presentations with the same sentence chosen for this meeting and apply it to themselves. This can be saved and used for many weeks.

- \*The kind of referral that works for me is ...
- \*The kind of referral that does not work for me is ...
- \*I do my best work with ...
- \*I'm most interested in the type of client who ...
- \*The three major benefits of what I do are ...
- \*What I do best is ...
- \*Clients I work with include ...
- \*The people I work best with are ...
- \*The companies I work best with are ...
- \*I've decided to do this because ...
- \*What makes me different as a (n) \_\_\_\_\_ is.
- \*My special qualifications include ...

## #7 Tools of the Trade

**Announce the following at your next meeting:**

"Next week, we will be doing Meeting Stimulant #7 sent to us by BNI. This Meeting Stimulant is entitled Tools of the Trade. Bring something you use in your occupation and incorporate it into your Weekly Presentation. This item can be as large or as small as you wish."

At the next meeting, have members use the "Tools of the Trade" they bring to further illustrate and educate others on what they do.

## #8 Can You Guess?

**Announce that BNI has sent another Meeting Stimulant, then follow the directions below:**

Give each member of your chapter a piece of paper. Ask members to:

1. Write down something they are good at that the rest of the group doesn't know.
2. Fold up the paper and put it in a paper bag.

One at a time, have each member pick out one piece of paper, read it aloud, guess who the person is and say why. Go around the room and give everyone a chance to guess.





## **#9 K-NET, W-NET Radio Spot**

**Tell Members:** “Next week, instead of your normal Weekly Presentation, we want you to prepare a 60-Second radio commercial. (adjust time to fit your chapter size)

**“Here are your guidelines:**

1. The President is the morning D.J.
2. The name of the radio station is “K-NET” or “W-NET.”
3. You have exactly 60-Seconds for your commercial, so prepare something in advance.
4. You may use sound effects, music, or other members to enhance your commercial.
5. Be creative and informative.

Good luck, and have fun.”

## **#10 Industry Trends**

**Read the following Meeting Stimulant to the members of your chapter before their Weekly Presentations:**

“BNI has provided another Meeting Stimulant for chapters called Industry Trends.”

“During your Weekly Presentation, we want you to share the latest trend that is emerging or affecting your industry. Tell us what impact it may have on the people you serve and what we might expect to see in the future.”

## **#11 Most Unusual Thing You’ve Done For Work**

**Read the following Meeting Stimulant to the members of your chapter before their Weekly Presentations:**

“During your Weekly Presentation, we want you to describe the most unusual thing you’ve done in your line of work, and why.”

## **#12 The Mad Hatter**

**Announce the following, and have your members come to the next meeting prepared to do this presentation:**

“Next week we will be doing BNI's Meeting Stimulant #12, ‘The Mad Hatter.’ For your Weekly Presentation, wear a hat that pertains to either business, a hobby, or your personal life, and incorporate it into your presentation.”

“After all the presentations are complete, take off your hat and pass it three members to your left. To get your hat back, you have to take the member who has your hat out to lunch!!”



## #13 Pick A Partner

At your next chapter meeting, have your Visitor Host hand out the pairs of names listed below to members and visitors' as they come in. We suggest that you copy the names down on labels (address labels will do if you don't have name tags) so that members can put them on. Each member is to find his or her partner and NETWORK with that person. At the end of the "Open Networking" portion of the meeting you should sit with your partner, and before next week's meeting you should set an appointment to meet and learn more about how to refer each other. (If your partner is a visitor, the appointment is optional.)

This exercise is to be done during the OPEN NETWORKING portion of the meeting, which is conducted from 7:00 to 7:15. You may want to extend this portion of the meeting so that you have time to complete the exercise. Below are some examples of "Partners":

Scully and Mulder  
Sheldon and Penny  
Fred and Wilma  
Simon and Paula  
Tom and Jerry  
Mickey and Minnie  
Ricky and Lucy  
Homer and Marge  
Skipper and Gillian  
Ronald and Nancy  
Lois and Clark  
Brad and Angelia  
Donald and Daisy  
Boris and Natasha  
Abbott and Costello  
Khloe and Lemar

## #14 How Good Is Your Memory?

**Read the following to the members of your chapter before their Weekly Presentations:**

"Each member should begin and end his or her presentation using an adjective beginning with the first initial of their first name. (Example: Dynamic Don, Positive Paula, Wonderful Wanda, etc....)  
The adjective used should apply to the work that the member does in his or her profession."

Why are you dynamic, positive, or wonderful?"

**NOTE:** We want this part of the exercise to be a surprise for the members: When the second member has completed his or her Weekly Presentation, ask that member to repeat the name of the person sitting next to him or her. By the time you get to the fifth member, that person should be able to remember, and repeat, the last four members'





names (Dynamic Don, Positive Paula, Wonderful Wanda, etc. ...)

## **#15 Ball Of Yarn**

**Bring a ball of yarn with you to the meeting, then read the following:**

“BNI has sent another Meeting Stimulant to help us ‘have a ball’ of yarn! Holding the end of this string, you should give a 60-Second testimonial about BNI: What you like best about the organization, how much business you have received, and/or how you have benefited from your membership. Then, holding the end of the yarn, toss the ball of yarn to any other member. This member will then repeat the process, making sure to hold onto the strand of yarn.”

When this Meeting Stimulant has ended, you will see that the strings represent how the members of your chapter interact with one another. Explain to your chapter how individual of these interrelationships are.

## **#16 Apart From The Pack**

**Announce the following and have your members come to the next meeting prepared to do this presentation:**

“BNI Headquarters has sent us another Meeting Stimulant, called ‘Apart From The Pack!’

“During your Weekly Presentation, tell us what sets you apart from anyone else in your profession. Explain to the chapter what makes you special, unique, and/or different from your competition. Give us examples. You can bring props or tools that you use in your profession.”

## **#17 Mystery Basket**

Before you leave your house to go to your chapter meeting, grab a basket and fill it with odd household items, such as children’s toys, cooking utensils, or anything else you may see as you walk out the door. During the Weekly Presentations, pass the basket around the room and have each member take out an item and incorporate that item into his or her presentation.

For example: A chiropractor might choose a strainer out of the basket and say, “If you’ve strained your back, come and see me.” An architect could choose a Mickey Mouse doll and say, “We don’t Mickey Mouse around.” A psychologist could take a locomotive engineer’s hat out and say, “I can help engineer your life.”





## #18 Fantasy Lead “The Sequel”

**Read the following story to the members of your chapter before their Weekly Presentations.**

This exercise allows the member to provide a very specific description of a particular product or service that they may offer as it relates to this scenario, and assists them in being creative with their Weekly Presentations.

“Richard and Lynette Miller (from Meeting Stimulant #1) have been married for five years now and have two children, Diane, age two and Richard Jr., six months old. Now that they have a family, Richard and Lynette have talked about refinancing their home in order to build an addition. They purchased a car right after they got married, but now need a full - sized family car.”

“Their joint annual income is \$130,000. Richard has been promoted, and is now the Purchasing Director of his company. He oversees all purchasing functions from office supplies to office equipment. Lynette’s business has really expanded in the past five years. She has secured some big contracts and is running out of space in her small office. Lynette would like to spend more time with her children, so she needs more help at the office.”

“Both Richard and Lynette know how important it is to get a good education, so they have talked about setting up some kind of savings account to put money away for their children’s college education. Lynette and Richard would really like to have a second honeymoon, but they haven’t determined where. They both have many hobbies. They like snow-skiing, camping, river-rafting, and golfing.”

“As a member of BNI, what services or products can you provide to help Richard, Lynette, and their family either personally or professionally? During your Weekly Presentation, please describe how you can help this couple.”

## #19 Dictionary Pick-A-Word

**Make sure to bring a dictionary to the meeting in which you do this stimulant, and read the following aloud:**

“BNI has sent us another Meeting Stimulant called Dictionary Pick-A-Word.”

“I have brought a dictionary to the meeting this meeting, and I’m going to start the Weekly Presentations by opening the dictionary, randomly picking a word, and having the person sitting next to me incorporate the word into his or her Weekly Presentation. When that person is finished, he or she must pick another word and give it to the next member. We will pass the dictionary around the room and each of us will follow this format.”

## #20 Winter Olympics

Ask the question below and have the members incorporate it into their Weekly Presentations:

“If you were on the U.S. Winter Olympic team, what sport would you play, and why?”

**For example**, a hair stylist chooses aerial ski-jumping and says, ‘It would be a hair raising





experience.’ A florist chooses ice-skating and says, ‘It’s artistic, fresh, and always good quality.’”

## #21 Personalized License Plates

**Ask the question below and have the members write the answer down on a sheet of paper, hold it up, and incorporate it into their Weekly Presentations:**

“If you had to create your own personalized license plate frame, what would it say, and how would it relate to your business?”

### **Examples:**

ICU4DK - Dentist

SKNYDIP - Pool Builder

GOAWAY - Travel Agent

TOETRUK - Podiatrist

DOUREAD - Book Store

DEBTDR - Collection Agent

## #22 Name That Tune

### **Please read the instructions below.**

“For next week, instead of your normal Weekly Presentations, we want you to prepare a Weekly Presentations of *Name That Tune*. At next week’s meeting, each of you must stand and incorporate a song into your presentation by either playing it or singing it. The song must in some way describe your profession or some aspect of what you do.”

### **Examples:**

#### **Profession**

CPA

Cleaning Service

Attorney

Personal Trainer

Travel Agent

Gardener/Landscaper

Skin Care Consultant

#### **Song**

I’m the Tax Man (Beatles)

Dust in the Wind (Kansas)

Jail House Rock (Elvis)

Let’s Get Physical (Olivia Newton John)

On the Road Again (Willie Nelson)

Evergreen (Barbara Streisand)

I’ve Got You Under My Skin (Frank Sinatra)

## #23 The Candy Bar

One week in advance, announce that each member must bring a candy bar to next week’s meeting and incorporate it into his or her Weekly Presentation.

**For example:** A financial planner chooses a Payday® and says, “Each Payday® you have to put little bit away.” A prepaid legal service chooses a Mounds® bar and says, “I have Mounds® of legal information for you.”





## #25 Bring Your Substitute With You Day

### Announce the following:

“At one time or another, each of our members have had this dilemma: “Who can substitute for me when I can’t attend my BNI meeting?” This meeting stimulant is designed to help our members ‘dig the well before they need the water’!!

“Two weeks from today, we will be using a Meeting Stimulant called ‘Bring Your Substitute With You Day.’ You have two weeks to locate the person who will attend the meeting on your behalf when you can’t be here. Bring your substitute to our meeting in two weeks. Please plan to have your him or her do **YOUR** Weekly Presentation for you on that day! If you like, your substitute can even dress like or impersonate you!”

**VERY IMPORTANT:** To ensure members' participation and success you should remind the members about this again next week by stating things such as:

- It doubles the size of our group and adds renewed interest and enthusiasm to the meeting.
- It helps each member establish and train his or her substitute.
- It increases the number of referrals as the substitutes involve themselves in the referral giving.

“It’s a win-win situation; have fun with it!”

### EXAMPLES OF SUBSTITUTES:

1. Associate
2. Secretary/ Office
3. Client
4. Friend
5. Spouse/Partner

## #26 Know Your Networker

### Make sure to have a basket with every MEMBER’S business card in it and announce:

“Two weeks from today, we will be following up on a Meeting Stimulant that we are going to start today. I’m going to pass a basket full of members’ cards around the room. Please reach in and grab a business card (not one of your own). Within the next two weeks we would like for you to have lunch with the member whose business card you drew, at their place of business, in order to learn more about their occupation.

“On (DATE), you will be asked to do that member’s Weekly Presentation. We believe this to be a great way to get to know your fellow members. I would also like to encourage you to use props while doing the Weekly Presentation. For example, if you met with the general contractor, your prop could be a tool belt.”





## #27 New Year's Resolution

At your next meeting, ask your members to incorporate their New Year's resolution for the following year into their Weekly Presentation. Have them share at least one professional and personal goal. Ask them to state the ways that they will achieve their New Year's resolutions and how, if appropriate, the chapter can help them reach their goals.

## #28 The One-to-One

At your next meeting, have your Visitor Host direct each member to the One-to-One Planners, which should be arranged on a table. Use the first 15 minutes of Open Networking to have each member complete a One-to-One Planner by writing the names of members they would like to have appointments to be. Each member should take the opportunity over the following week(s) to follow up with his or her appointments. This is just another way for members to learn more about each other's businesses. If members understand what services they each have to offer, then it will assist them in referring business.

## #29 Summer Olympics

**Ask the question below and have the members incorporate it into their Weekly Presentations:**

If you were on the U.S. Summer Olympic team, what sport would you play and why?"

**Example:** A moving company chose boxing and said, "Our boxing is a knockout!" A plumber chose diving and said, "We don't mind diving into our work."

## #30 Stocking Stuffer

**Ask members the question below and have them incorporate it into their Weekly Presentations:**

"If you were going to put a gift in a stocking for a customer or client, what would it be? The gift should be something only you have to offer, which represents your business or service."

**Example:** A hair stylist might put a type of styling brush in their client's stocking.

## #31 Career Day

**Announce:** "When you stand up to do your Weekly Presentation, pretend you are talking to a junior high school class on Career Day. You will need to educate members on the specifics of your job and what types of skills or training are required for your business or profession."





### #32 Testimonials

**Announce:** “For your Weekly Presentation next week, be prepared to bring a testimonial letter that you have received from a customer, client, or patient. If you do not have one, you will have one week to ask your best customer, client, or patient to write one.” At the next meeting have members exchange the testimonial letters and use them to introduce one another.

### #33 Talkin’ BNI

**Directions:** One volunteer will play the role of his or her favorite talk show host for 10 minutes. The host will lead a talk show called “Talkin’ BNI,” where the topic is “The Best Way To Generate Referrals.” This host will invite the top three referral generators to be the panel for the discussion. With microphone in hand (which is not plugged in), the host will ask them to share the methods they use to generate referrals during the week. As in a talk show, the host will wander around the room with the microphone so that members and visitors can ask questions.

### #34 Favorite T-Shirt

Ask every person in the group to bring or wear a favorite T-shirt to the meeting. During their Weekly Presentation, ask each person to show the shirt to the group and explain how their T-shirt best resembles their personality.

### #35 Positive Bombardment

Give everyone a sheet of paper. Have each member write his or her name at the top and pass it to the member sitting to the right of them. As the papers are passed around, each member should write one positive comment about the person whose name is at the top. Continue passing the papers to the right until each member receives his or her own sheet, then have each member read his or her list out loud for the Weekly Presentations.

### #36 The Year of the Penny

Put a penny on each member’s chair. Have each member look at the date on their penny and incorporate into their presentation something very significant that happened to them during that year. It can be either personal or it can be business related.

**Example:** If the date on the penny is 1997, think of something that happened to you during that year, such as:

- You received your biggest client.
- Your child was born.
- You started your own business.

### #37 MVP

Explain to the members of your chapter why YOU are the “MVP” (Most Valuable Player) in your company or industry. Let them know how they can help you get to the next level and increase your business.





### #38 BNI Survivor Island

**Announce:** "Our next meeting will be BNI Survivor Island Day. Each member will have to present himself or herself as a Survivor cast member and explain to the "BNI Tribal Council" what assets or qualifications he or she has, and why he or she shouldn't be kicked off the island!"

### #39 "BNI Boogie"

Have each member pick a dance and incorporate it into their Weekly Presentation.

#### Dance Suggestions:

The Hustle	The Twist	The Waltz
The Salsa	The Can - Can	The Hula
The Hokey-Pokey	The Tango	The Macarena
The Rumba	The Cha - Cha	The Bunny Hop
The Electric Slide	The Achy Breaky Heart	The Monkey
The Chicken Dance	The Hula	The Boot Scoot
The Jitter Bug	The Time Warp	The Train
The Hip-Hop	The Mash Potato	The Two Step
The Limbo	The Charleston	The Merengue

#### Examples:

Limbo - "...we bend over backwards for people."

Waltz - "...we 'waltz' you through delicate situations."

Tango - "...we are straight forward, and will work 'cheek to cheek' with you."

Hustle - "...we 'hustle' to make sure your service is the best."

Moon Walk - "...we go to the 'moon' and back for our customers."

Charleston - "...if you happen to 'twist' a knee, we can nurse you back to health."



## #40 The Missing Link

**Overview:** The Missing Link meeting stimulant is designed to help members identify potential categories that need to be filled in their chapter. Members will design a Weekly Presentation based on a profession or business that is not currently represented in the chapter and would be a good addition to their own contact sphere or power team.

**Purpose:** This exercise is designed to:

- 1) Help members to identify missing categories in the chapter.
- 2) Help members better understand how those categories work with existing members.
- 3) Help members target who they should be recruiting as future members of the chapter.

**Presentation:**

“I’m sure we have all done the meeting stimulant where we present another member’s Weekly Presentation. For this exercise, we are going to do something a little bit different. You are going to do a Weekly Presentation for someone who isn’t even in the chapter yet! This should be a future member who fits well into your contact sphere so that we all get a feeling of who you are looking for and how they would complement your business. If you are creative enough, you can even make up a tag line for the future member. The Missing Link can be either a real company that you would like help recruiting for the chapter, or a fictitious company that fits the mold of what you are looking for.

For example, let’s say that my business was called “Canine Clippers,” a dog grooming salon and my Missing Link in the chapter was a company called “Bark Busters,” a dog obedience and training company. My Missing Link presentation might sound something like this:

“Good day everyone, my name is Carl from Canine Clippers, the Pooch Pampering Perfectionists and my Missing Link in this chapter is a dog obedience company. Here is their Weekly Presentation:”

“Good day everyone, my name is Barry from Bark Busters. Sit! Stay! Come! to Bark Busters!”

We train dogs of all breeds and their owners on how to have the best relationship possible built on mutual trust, understanding, and of course cool tricks and lots of dog treats. We specialize in transforming dogs that have a bad reputation-such as pit bulls and Dobermans-to be gentle, affectionate, face-licking lap dogs. Of course, we also teach dogs to sit, stay, heel and roll over too. As a dog trainer, some of my best referrals come from dog groomers, so if you could introduce me to Carl from Canine Clippers that would be really pant-tastic. Please don’t make me sit up and beg!”





## #41 Bring One of Your Best Clients

We all know that whenever we bring a visitor to our chapter meeting, they tend to add significant value to the chapter as a whole. Even if they do not join the chapter, they tend to do business with the other members of the chapter. This is due to the relationship that they have with you, which carries over to the other members. With that in mind, the “Bring One of Your Best Clients” Meeting Stimulant is an opportunity to introduce one of your most valued clients to your BNI chapter and show your client how we network. Each member will bring one of their best clients to a meeting, introduce him or her, explain what makes the individual their best client, and then give the client an opportunity to present their own business to the chapter.

### **This exercise is designed to:**

- 1) Give members an opportunity to show valued clients the BNI way of networking.
- 2) Strengthen relationships between members and the clients they bring to the meeting.
- 3) Create increased networking opportunities for everyone involved by bringing in potential new clients for members and/or new chapter members.
- 4) Give members a way to show thanks to one of their best clients by publicly recognizing.

### **Presentation:**

“Two weeks from now, we will be doing Meeting Stimulant #41, entitled “Bring One of Your Best Clients,” which has been sent to us by BNI. This Meeting Stimulant requires significant advanced planning in order to reach its full potential for success. Therefore, it is recommended that you utilize the coming two weeks by properly preparing your client, and yourself, for his or her participation in the meeting they will attend.”

“On the day we bring our clients, our regular meeting will be slightly altered. Instead of doing the traditional Weekly Presentations, each member will say a couple of sentences about what they do, then give a 30-Second Presentation of their client and explain what makes that individual one of their best clients. The member will then turn the remaining 30 seconds over to their client, who will give a 30-Second Presentation on exactly what it is that he or she does. The opportunity for any remaining visitors to speak will be given after each member/client pair has spoken.”



## **#42 Twenty Topics Tailored to Help You Talk Up Your Business**

Successful BNI members know that an effective 60-Second Presentation is prepared in advance to the chapter meeting. Even so, some members wait until the last minute, often coming up with a topic while other members are delivering their presentations.

This practice is unfair to the other members, and usually proves to be relatively ineffective. Everybody loses! In order to avoid this, each member should develop a list of 20 Least Common Denominators, or LCDs (specific products or services, target markets, unique benefits, qualifications as a professional business, stories of how they've helped customers, etc. ...) Each week for the next 20 weeks, members will choose one of their LCDs to use as the topic of their Weekly Presentation for that week. (Note: This exercise can be done over a shorter time period. For example, 3 LCDs over the next 3 weeks, 10 LCDs over the next 10 weeks, etc.)

### **This exercise is designed to:**

- Get members to prepare more effectively for their Weekly Presentation.
- Give members a tool they can use to break their business down into multiple LCDs.
- Decrease anxiety about giving 60-Second Presentations by helping members effectively prepare for their time to speak.
- Ensure that members give full attention while others do their presentations.

### **While preparing for each week's presentation, members should:**

- Consider the needs of their audience and limit discussion to those areas.
- Bring support material/visual aids such as pictures, brochures, literature, letters, references, samples, etc. The more things people can see, feel, hear and touch, the more likely they are to remember you and refer you. (Keep in mind that materials you pass out tend to distract from the presentations that follow yours, so those should be left on the brochure table.)
- Practice your presentation on someone you know before presenting it at the chapter meeting.

## **#43 Rock On!**

### **Announce the following:**

"For this week's 60-Second Presentation, you will be required to incorporate either the music, song title or lyrics from a famous Rock group (e.g. Beatles) consider other popular musical act to change things around in to your presentation. They have a vast library of songs."





#### **#44 “Act as If ”**

The “Act as If” Meeting Stimulant is designed to help members identify and share the goals they have and where they see themselves in five years. This allows members in the chapter to see how they can help each other reach those goals through their referrals.

One week in advance, let your chapter know that the following week they will need to come dressed as the person they want to be in five years. Each member should create a vision of where he or she would like to be. He or she should not only dress the part, but should talk like the person and create a story around the person. Props can also be used. If possible, the presentations should be video recorded and watched at a later date so that chapter members can more effectively attract those goals into their lives.

#### **#45 Dances With Wolves**

**Announce the following to your Chapter:**

***This meeting stimulant honors the culture and traditions of our Native American BNI Members.***

“Please listen to the following directions and come to our next meeting prepared to do this for your Weekly Presentation.”

“In the movie *Dances with Wolves*, Kevin Costner was given that name because Native American BNI Members watched him chasing a wolf out in the field.”

“If the Indians watched you doing your day-to-day professional activities, what would they name you, and why?”

#### **#46 24 Karats or Fools Gold**

Share two things that you have actually done or accomplished in your life (24 Karats) and one thing that you would like to have done or accomplished but have not (Fools Gold). Present all three as if you had done/accomplished them and have the members guess as to which one is the one you have not yet done/accomplished. They can be from your business or person life, or a combination of both.

An example - I have: 1) Surfed Hawaii 2) Bungee jumped in New Zealand  
3) Received a \$500,000 referral from BNI

Two of those I actually did. One of them, I did not do. Which one is the “Fools Gold”?  
When you prepare your 24K and Fools Gold, be creative.

