

Sample Invitation Letter

(type on your Letterhead)

Date:

Dear (NAME):

You are cordially invited to the Visitors' Day meeting of the Good Times chapter of BNI at the Mediterranean Bistro, 301 West Washington Ave., Washington, NJ 07882 on (Jan 19th at 7am. Our Director of BNI will be joining us to share the BNI secrets to success through "word-of-mouth" marketing.

BNI—Business Network Int'l. is a business and professional networking organization whose primary purpose is to exchange qualified business referrals. It is the largest networking organization of its kind. Currently, BNI has over 5650 chapters internationally. Last year, members of BNI passed nearly 5.4 million referrals which generated over \$ 2.9 billion dollars worth of business for each other.

What makes BNI unique is that it allows only one person per profession to join a chapter. Thus, once you have joined, none of your competitors can participate.

The Good Times chapter is currently looking for a (PROFESSION) to whom they can refer business. I would like to personally invite you to the Visitors' Day meeting so you can learn more about the organization and find out if you would be interested in generating a steady source of referral business for yourself:

Seating may be limited, so please RSVP by calling our chapter contact: Eligio Materan at 201-572-9100 . There is no charge to attend, other than the meal fee, which will be \$10.00.

If you have any questions don't hesitate to call me. Remember to bring plenty of business cards to pass around, as you will meet lots of local business professionals.

Sincerely,

YOUR NAME

TITLE

Member, Good Times Chapter, BNI

P.S. 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. This organization is really exciting!