

Persons Name
Company Name
Address

Dear _____,

We extend to you an invitation to a Business Breakfast with a difference!

Wednesday, 2007
7:00 am to 8:30 am (sharp)
Madison Club in the
Olympus Room
Radisson Hotel, Madison
8721 Madison Boulevard
Madison, AL

We are BNI, a highly professional business networking organization whose primary purpose is to exchange **qualified business referrals** and develop word-of-mouth marketing strategies. BNI is the world's largest business referral organization with over 2200 chapters operating in 13 countries. BNI is already the largest business referral group in the United States with an excess of *40,000* members.

Last year BNI International passed business referrals worth over \$633 Million! Would you like some of that business? Right now, we are currently looking for a _____ to refer business to.

Adding your business will expand our opportunities to give referrals and give you the chance to be a part of a group who thrives on being able to help others grow their business.

The advantage for you is that, while your competition can join you at other networking functions, **only one person from each business category can belong to a BNI chapter.**

I personally want to introduce you to my colleagues who have already given me more business. The information breakfast will enable you to accurately assess this opportunity of establishing a steady source of referral business and to learn a little more about BNI.

Seating may be limited, so please RSVP by Wednesday, 2007 to me by calling _____. There is a nominal \$10.00 meeting fee, which does include a buffet breakfast. Please call if you have any questions! Remember to bring **PLENTY** of business cards to pass around, as you will meet lots of local business professionals!

Sincerely,

Member, **Madison Morning 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" referrals. This is a really exciting opportunity for any individual or organization to increase their business!