



BNI is all about education. You educate your fellow chapter members about what you do and what is a good referral for you. The other members of your chapter educate you in the same manner. This education takes place in four ways: your 60-second commercial; your 10-minute presentation; the 15 minutes of open networking before the agenda begins; and one-to-ones with other members.

It is important for you to be prepared so that you can utilize these educational opportunities to your greatest advantage. Spend some time identifying the following:

### Launching Pad Questions

My three best customers are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Examples of referrals that work well for me are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

My best Contact Sphere professions are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

New doors I'd like to open include:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_