

## BNI – 60 Second Weekly Presentation

### 1. Introduction (10)

My Name is ..... My Company is.....

We supply/provide

- 1.
- 2.
- 3.

(No More than three – these can be changed every week if you want to)

### 2. Reasons (10)

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

Reason:

- 1.
- 2.
- 3.

(No More than three – these can be changed every week if you want to)

### 3. Story (30)

- Identify a problem / need
- What special expertise / passion you used to solve this
- How did the outcome make your client happy

(Three short paragraphs totalling about 75 words)

### 4. Specific Requirements (5)

(Make it easy for your fellow members to give you referrals)

- 1.
- 2.
- 3.

(No More than three)

### 5. Name and Memory Hook (5)

Say your name and use a memory hook to make it stick

It can be funny, rhyming, poignant or just memorable...

Time yourself and practice your 60 seconds. You only get one chance to make a first impression  
**The way we do anything is the way we do everything even if that is not true**

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### 7. Story (30)

### 8. Specific Requirements (5)

### 9. Name and Memory Hook (5)

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