## BNI FOUR QUESTIONS OF PROMOTING

**An easy exercise to help you promote the other members of your chapter.**

When answering the following FOUR questions, consider how you would like your fellow chapter members to convey your marketing message behind these questions. These answers should be the information you would like them to use while promoting your business to potential referrals!

Remember to incorporate these questions and answers regularly when presenting your weekly and feature presentations. The more often your chapter hears the answers, the easier it will be for others to sell your business or services.

The Four Questions of Promoting are:

**1. Who are you looking to meet?**
**2. Can you share a powerful, passionate story about helping a client?**
**3. Why do you love what you do?**
**3. What sets you apart from your competition?**

You should practice asking these four questions of other chapter members during your Open Networking before your chapter meeting. Soon, you will know the answers to these questions, for all of your fellow chapter members, and the next time you try to refer their services, you will use this information to successfully close that referral!

Don't forget to also incorporate these questions into your 1-2-1s!

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