

October 21, 2003

Dear Business Owner,

Do you hate cold calling new prospects?

Are you looking to increase revenue for your business while making valuable contacts in your community?

Have "traditional" marketing methods failed you?

Do you wish you were surrounded by other people who really "get" what it's like to own and operate a business?

If you answered yes to any of the above questions, please know that the problem probably isn't you. You just haven't found the right "marketing match." I'd like to tell you about something that's helped my business grow. It's called BNI - Business Networking International.

BNI is a business and professional networking organization. Its primary purpose is to exchange qualified business referrals. In other words, ***say good-bye to cold calling***. There are over 2400 chapters worldwide and over 65 Chapters in Massachusetts. Last year, BNI members passed over 2.5 million referrals, which generated more than \$836 million in business for its members.

What makes BNI unique? It allows ***only one person per profession*** to join a chapter. Once you've joined, ***your competitors are locked out***. For more information, I'd suggest visiting our web site [www.bnimass.com](http://www.bnimass.com).

Want to see how it works firsthand? I hope so. We could use someone like you in our chapter. You're cordially invited to attend our Visitor Day Breakfast at the Clarion Carriage House Inn, 738 Boston Post Road, Sudbury (RT. 20E, 1/2 mile past Marlboro town line on the left) on Tuesday, November 18th at 7:00 AM.

Seating may be limited, so please RSVP by calling our membership committee liaisons: Holly Kouvo at 978-502-8781 or Robyn Bradley at 508-561-4543. Remember to bring plenty of business cards to pass around - you'll be meeting a lot of local business people.

Learn how to take your business - and your profits - to the next level for Q4. I hope to see you on November 18th!

Warm regards,  
Dan Malo, BNI President 1776 Chapter