



## EXECUTIVE SUMMARY

Dr. Ivan Misner, Founder and Chairman of BNI

[www.BNI.com](http://www.BNI.com)

### Highlights

- **The key to succeeding in business is to get the sequence right:** focus on moving from invisibility to **visibility**, concentrate on building **credibility** and then can you expand **profitability** through referrals
- **Visibility:** people know **who you are and what you do**
- **Credibility:** people know who you are and what you do and **they know your reputation for being really good at it**
- **Profitability:** people know who you are, what you do, that you're really good at it and **they believe you are worthy of referral**
- The referral process is **simple, but not easy**
- It takes **minutes to learn but a lot of time to master**
- **Referrals are critical to growing your business**
- Knowing how to do business referrals is not the same as **being a person who consistently and systematically applies the process**
- To help you sustain your business, regardless of the economy, **build a network that runs broad and deep**
- Networking is about building relationships and earning the trust required to be **worthy of word-of-mouth marketing and referrals**
- **Be specific about who you want to reach when asking for a referral**
- It's not what you know or who you know, it's how well you know them (**your own reputation is on the line with every referral you make**)

### Top 3 Takeaways

- ALEX:
1. Networking is more about farming than hunting.
  2. Effective networking is a geometric progression.
  3. You never know who people know!

- LINDA:
1. Engage in a culture of learning; it's your best investment.
  2. If you focus on "if", you're only living half of "life".
  3. You can't connect to others if you're not connected to yourself.