BNI Gold Coast & Tweed Shire Inviting Visitor Sample Script

A quick-reference collection of ready-to-use scripts for inviting visitors to BNI chapter meetings via social media, messaging, and email. Adapted from the "How To Be The Top Visitor Inviter In Your BNI Chapter" guide (BNI Education Slots).

Reminder: never use the word "BNI" or "networking" in these messages. Refer to the meeting as a "business referral meeting" or "business networking event." Replace all bracketed placeholders and the example names/locations with your own chapter's details.

1. Using An Existing Member As Bait

Use when you have a member who is in high demand (e.g. an estate/real estate agent) and want to attract complementary trades or professions who'd love an introduction to them.

Message 1 — the opener (get a "yes")

> *Hi [NAME], I saw your business being recommended on Facebook. Do you do a lot of work for letting agents?*

Message 2 — the invite

> *Excellent – the reason I asked is I'm meeting with a letting agent friend of mine on Thursday morning in Chester. If you're available, would you like to come along and join us? I'll introduce you to him, and you can tell him what you do in your business.*

Other pairings that work well: Wedding Planner (bait for photographers, videographers, florists, caterers) · Marketing Agency (bait for photographers, videographers, copywriters, designers, social media managers) · Architects (bait for builders, plumbers, electricians, landscape gardeners, decorators, kitchen designers) · Office Fit Out Companies (bait for carpet fitters, flooring, electricians, plumbers, joiners, kitchen designers, office suppliers, printer lease, IT).

2. "Go Fishing" Facebook Post (For A Specific Category)

Use when you genuinely need a supplier (e.g. a cleaner) for your own business — post in a large local Facebook group (20,000+ members) to generate a flood of recommendations, then convert every response into a visitor invite instead of a quote request.

The recruiting post

> *Professional cleaner needed – recommendations please. We need a quality, reliable cleaner who can clean our [BUSINESS NAME] office once a fortnight, evenings or weekends. I need someone reliable please, ideally who you have used before or personally recommend. If this is you, or someone you know, please tag them below or message me.*

Reply to each tagged/messaged supplier — version 1

> *Hi there - you were recommended in a post in [GROUP NAME]. Do you do regular work for landlords and letting agents as well?*

Reply to each tagged/messaged supplier — version 2 (combined with member-as-bait)

> *Our previous cleaner had to give notice as they're doing more hotel cleans, and couldn't commit to us once a fortnight. I'm looking for someone who can do our office, and who we could also refer on to other businesses - as we do a lot of work for property investors and letting agents too. If this sounds like something you could do, would it be OK for you to meet us on Thursday morning at [Insert Suburb], in Christleton? If you can make it, I'd love to meet up, see what you do, introduce you to some other businesses and book in a time for you to quote for our office too.*

3. Facebook Messenger Scripts

Use on business or personal Facebook accounts you find via search, group recommendations, or self-promotion posts.

General version

> *Hi [NAME]. I've seen you're promoting your business in the [GROUP NAME] group. If you're looking for new clients at the moment, and if I can get you an invite, would you like to attend a business event next Thursday where you can tell more than 20 local business owners what you do, who you do it for and what you're looking for? You can promote your business to them in person, and tell them how they can help you. If I can get you an invite would you like to come along and promote your business on Thursday?*

Trades version (property-focused chapters)

> *Hi [NAME]. I've seen you're sharing posts in the [GROUP NAME] group promoting your business. If you can handle more business at the moment, I'm in a [LOCATION] business group that includes a lot of property owners and landlords, as well as people like you who work on and in properties. Would you like to come along and tell them what you do, who you do it for and what you're looking for? If I could arrange an invite, would you like to come along next Thursday morning?*

4. LinkedIn Scripts

Opening message (short, gets a "yes")

> *Hi _FN_, I hope you're well? Are you able to take on more business at the moment? I'm working with a group of business owners in Chester, and we're looking for someone really good to refer regular work to. Are you free on Thursday morning?*

Follow-up message (the invite)

> *I'm actually meeting with around 20-30 of the aforementioned business owners at 6.45 on Thursday morning at Rowton Hall in Chester. If I can arrange an invite for you to come*

to share more about what you do, which types of businesses would you most like me to introduce you to?

If they push for a phone call first

Hi Matt, sorry. Been snowed under. Getting on a call wouldn't help to be honest - as it's not just me and Engage Web. There's about 20 business owners involved. If it's something you were interested in helping with, then meeting us either next Thursday on the 10th, or the following Thursday on the 17th at Rowton Hall would be best. No worries if that doesn't work for you.

If they ask outright "is this BNI?"

Have you been to a BNI before?

This almost always gets a "yes" and an explanation of what they didn't like — your opening to explain why this meeting is different. Don't confirm or deny it's BNI directly.

Once they've agreed — collecting contact details

What's the best email and number for you? I'll send across the details and also the emails of the businesses who will be there too.

5. The Invite Email

Sent once you have the visitor's email address. Never mentions "BNI" or "networking." CC in a handful of chapter members so the visitor sees a full room expecting them, and only mention price once, right at the end.

Subject line options

Rowton Hall Business Referral Meeting - 6:45am - July 27th
Rowton Hall Business Breakfast Referral Meeting - 6:45am - July 27th (add "Breakfast" for morning meetings, so the time isn't misread as evening)

Email body

Hi [NAME]
I'm just confirming as per our conversation over LinkedIn that I'm inviting you to our breakfast referral meeting at [VENUE NAME] on [DAY] [DATE]. I have copied in some of the members so they know to expect you. If there's anyone copied in who you'd particularly like me to introduce you to, then please let me know and I can be sure to do that for you.

It's pretty informal, and you'll be able to tell everyone about what you do in your business, and what you're looking for.

The address for your sat nav is:

[VENUE ADDRESS]
The meeting starts at [TIME].
Please note there is a $[PRICE] meeting fee that pays for the room hire, refreshments and breakfast.

We all look forward to meeting you and hearing about how we can help you in your business.

LinkedIn follow-up once the email is sent

I've just emailed that across to you. If you've not received it, it's worth checking your junk or spam folder as sometimes it can go in there by mistake.

6. Confirming Visitors

Avoid phoning visitors the day before. Instead: connect on LinkedIn, engage with their posts, view their profile the day before (triggers a notification), and send an assumptive confirmation message — never ask "are you still coming?" as it invites a no.

Hi [NAME], I'm looking forward to meeting you tomorrow. I'm just checking, are you coming by yourself or are you bringing a colleague with you? It just helps us plan for the numbers.

7. Following Up No-Shows

A no-show isn't a lost cause — treat them as a lead in your pipeline. Use the "alternate close": ask which date works, rather than "would you like to come?"

Hi [NAME]

Sorry we missed you this morning. Was everything OK?

I'd love to still catch up with you at a meeting and find out more about what you do, and the sort of work you're looking for. Would next Thursday August 3rd, or the following week on Thursday August 10th, be best for you?

Darren

Quick Reminders

- Never say "BNI" or "networking" — say "business referral meeting."
- Keep the first message in any sequence short — it should be easy to say "yes" to.
- Only mention price once, at the very end, and frame it as covering room hire, refreshments and breakfast.
- Use assumptive/alternate closes throughout ("which day works best" rather than "do you want to come").