



## **Create your own Substitute List as part of your Marketing Plan**

### **WHY**

- 1- Substitutes are potential clients, patients, customers.
- 2- Substitutes are potential referral sources... even if they don't become a client.
- 3- Substitutes are a potential catalyst for PR... for buzz... our individual companies... our chapter... BNI in general
- 4- Substitutes are a source of more visitors.
- 5- Substitutes are potential Members.

### **HOW**

- 1- Identify 4-5 business professionals that you would like to have substitute for you and invite them to participate in your substitute program.

Here is the invitation... Specific language is very important... Must be a phone call or personal conversation...

"<Joe> I work with a group of business professionals to grow my business. We meet every week. Occasionally I may have to miss one of our meetings. I need someone to represent me at the meetings if I can't attend. Would you be able to do that for me on rare occasions? Good... will you come to one of our meetings so I can show you what I need?"

- 2- When they come to the meeting... talk them through the process...

Purpose of Meeting

Open Networking

30 Second infomercial, etc...

- 3- After the meeting ask them... is this something you can do for me if I need you... Ask them if it is ok to call at the last minute if you have an emergency...

You have identified and trained a substitute...