



Top Ten BNI AI Prompts: Referral Marketing & Building a Referral Team

To help BNI members to rapidly maximize the power of referral marketing and build strong, reliable referral teams, we've created a set of 10 AI-powered prompts that can be used through our simple **ASK BNI** chatbot interface. These tools are designed to support both new and seasoned members by providing personalized, strategic guidance in areas like building contact spheres, strengthening Contact Spheres, giving and receiving more referrals, and educating chapter members on ideal clients. Each prompt is crafted to be practical, easy to use, and aligned with BNI's core philosophy of Givers Gain® — helping members grow their businesses through meaningful relationships and consistent action.

How to Use the Top 10 Prompts in the “ASK BNI” Chatbot

The **ASK BNI** chatbot powered by **Higgins.ai** is designed to make it easier than ever for BNI members to get instant, strategic support with referral generation and team building. Whether you're a brand-new member learning the ropes or a seasoned networker fine-tuning your strategy, these **Top 10 AI-powered prompts** can be accessed using the prompts below within the ASK BNI AI Platform.

Here's how to use them effectively:

- 1. Open the ASK BNI Chatbot**
Open the chatbot in your BNI regional website or designated Higgins.ai interface by clicking on the **ASK BNI** icon on the lower right-hand corner of your BNI regional website.
- 2. Select a Prompt from the List Below**
The Prompts are stated clearly—for example, “Build My Contact Sphere,” “Who Should Be in My Contact Sphere?” or “Referral Follow-Up Action Plan”. Copy and Paste the italic words in the section that matches what you want help with.
- 3. Provide Information (if needed)**
The chatbot may ask for simple details like your profession, the other member's name, or your referral goals. This allows the AI to personalize the output specifically for you. These options are in **[brackets]**. Replace the brackets with the information it is requesting.
- 4. Receive a Detailed, Customized Response**
Once you submit the prompt, the AI will instantly generate a high-quality, actionable output—such as a list of referral partners, outreach scripts, 1-2-1 strategies, or collaboration plans. It's written in a professional, friendly tone and optimized for sharing.
- 5. Copy, Paste, and Use It Immediately**
Whether it's an email script, talking point, or collaboration plan—you can copy the text and use it in real-world situations: 1-2-1s, chapter meetings, Visitor Days, or social outreach. You may copy it to your email, MS Word, website, social media or format in several different ways. You may also change the format, language, and tonality using follow-up prompts.



6. Use Repeatedly for New Situations

These prompts are designed to be reused! Whether you change industries, meet a new referral partner, or want to refresh your strategy, you simply run the prompt again and experiment with the AI prompts.

TOP 10 BNI AI Prompts:



Referral Marketing & Building a Referral Team

1. Build My Contact Sphere

*I'm a BNI member and I hold the seat for **[insert your profession]** in my chapter. Help me identify 10 complementary professions that belong in my Contact Sphere. For each one, explain how we share clients, how we can refer to each other, and why they're a great strategic match within a local service-based market.*

2. Who Should Be in My Contact Sphere – Why and How

*I'm a BNI member and currently hold the **[insert your profession]** seat in my chapter. I want to build a high-performing Contact Sphere by identifying professions that naturally share clients, collaborate well with my business, and can generate consistent referral opportunities. Please provide a list of 6–8 specific professions that are highly complementary to my profession within a BNI context— based on shared clientele, aligned services, and high referral potential within a local service-based market.*

*For each profession, include the following in a structured **table format**:*

- Three ways **they can help me** (send referrals, enhance credibility, grow visibility, etc.)
- Three ways **I can help them** (referrals, bundled services, shared clients, etc.)
- Three ways **BNI can benefit them**, based on structured networking, relationship marketing, and collaborative referrals

*Then, for each profession, explain **step-by-step how we can work together effectively**, and provide **examples of real-world referral opportunities** or trigger situations that commonly occur between our roles. Keep the recommendations strategic, practical, and aligned with BNI's Givers Gain® philosophy.*

3. Create My 30-Day Referral Strategy

*As the **[insert your profession]** in my chapter, help me create a simple 30-day referral generation strategy I can use to get more business through BNI. Include weekly action steps like 1-2-1s, outreach ideas, follow-ups, and ways to educate my chapter about who and how to refer to me.*

4. Weekly Referral Goal Plan

As the **[insert your profession]** in my chapter, help me build a weekly referral activity plan. I want to consistently give and receive referrals through BNI and my chapter members. Include simple, measurable actions I can take each week to identify opportunities and build visibility with my chapter and network.

5. How to Find Referrals for Another Member

I want to help generate referrals for another BNI member. I am the **[insert your profession]** in the chapter. Their profession is **[insert their profession, e.g., personal trainer, attorney, real estate agent]**. Give me 5 specific ways I can find or listen for referrals for them in my day-to-day business conversations.

6. Invite a Referral Partner to Visit My Chapter

I'd like to invite a potential referral partner to visit my BNI chapter. I am the **[insert your profession]** in the chapter. Their profession is **[insert their profession]**. Write a friendly, professional invitation message that explains why BNI is valuable, how we could benefit from working together, and what they'll gain by attending.

7. What Makes a Good Referral for Me?

Based on my profession as the **[insert your profession]** in my chapter, help me create 3–5 referral trigger phrases or situations that my chapter members should listen for. Include simple examples they'll remember and share with others.

8. Contact Sphere Collaboration Plan

Help me lead or grow a successful Contact Sphere in my chapter. Give me a practical plan for team collaboration, including meeting ideas, referral tracking, shared goals, education topics, and how to keep the group engaged and productive.

9. Educate My Chapter on Referring Me

I want to teach my chapter how to refer me better during my next presentation. As the **[insert your profession]** in the chapter, help me explain who my ideal client is, what problems I solve, what a good referral looks like, and how to introduce me confidently to someone new.

10. Referral Follow-Up Action Plan

I just received a referral from a BNI member. Help me create a step-by-step follow-up plan, including how to thank the member, update them on the result, and increase the chances of future referrals. Include timing tips and best practices.

The Higgins.ai **ASK BNI chatbot**, found on your regional website, is your personal BNI Assistant built specifically to help members accelerate their success through smarter referrals, better relationships, and more strategic chapter engagement. One of the most powerful features of this tool is its **pre-programmed prompt buttons**, which have been carefully designed by BNI Executive Directors, top-performing members, and AI experts to deliver sophisticated, actionable responses without requiring any technical knowledge or prompting skills. These buttons aren't simple shortcuts; they're intelligent, dynamic referral tools that guide you through advanced strategies like building your contact sphere, developing high-value Contact Spheres, generating weekly referrals, and crafting visitor invitations all in seconds. When a member clicks on a button, the chatbot may ask a few simple follow-up questions to personalize the response, ensuring that the advice, script, or strategy is tailored to their profession, referral goals, or specific situation. From there, Higgins provides an expert-level output: step-by-step guidance, customizable templates, and clear next actions that a member can use immediately in One-to-Ones, weekly presentations, visitor outreach, or social media. These tools were created to serve as a quick-start launchpad for both new and experienced members who want to get more out of their BNI membership and do it faster. Instead of spending months figuring out how to give better referrals, articulate your ideal client, or build a strategic network, Higgins empowers you to access that knowledge instantly and apply it with confidence. Whether you're preparing for a One-to-One, inviting a prospective visitor, building your referral team, delivering a Feature Presentation, or just looking to understand how to support another member's business, **Higgins Networking AI Suite** is like having a coach, a copywriter, and a BNI trainer right at your fingertips. Every response is professional, friendly, and aligned with BNI's core values, especially Givers Gain®. The result is that members become better referral partners, more confident communicators, and stronger contributors to their chapters. These pre-programmed buttons are not only convenient, but they are also the bridge between knowing what to do and actually doing it. They remove guesswork, save time, and elevate your effectiveness as a networker. For new members, they dramatically shorten the learning curve. For seasoned members, they unlock deeper strategies and fresh ideas. And for leadership teams, they become a scalable way to support every member with personalized BNI coaching 24/7. In a world where business is moving faster and attention is limited, Higgins.ai delivers clarity, connection, and community at the speed of a click. It's not just another chatbot, it's your BNI referral accelerator. Use the buttons, follow the steps, and watch your membership value multiply. Check them out on your BNI Regional web page (**ASK BNI CHATBOT**).

Disclaimer Regarding BNI® & Copyright Notice

Independent Entity: Higgins.ai® is an independent provider of AI tools and training. We wish to clarify that we are **not affiliated with, endorsed by, sponsored by, or otherwise associated with BNI Global, LLC (BNI®)**, nor any of its regional or local chapters. Our services are designed to complement, not replace, the core BNI experience.

Copyright: The information, tools, concepts, and all intellectual property contained within this document are **copyrighted by Higgins.ai®**. All rights reserved. No part of this material may be reproduced, distributed, or transmitted in any form or by any means, without the prior written permission of Higgins.ai®, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.