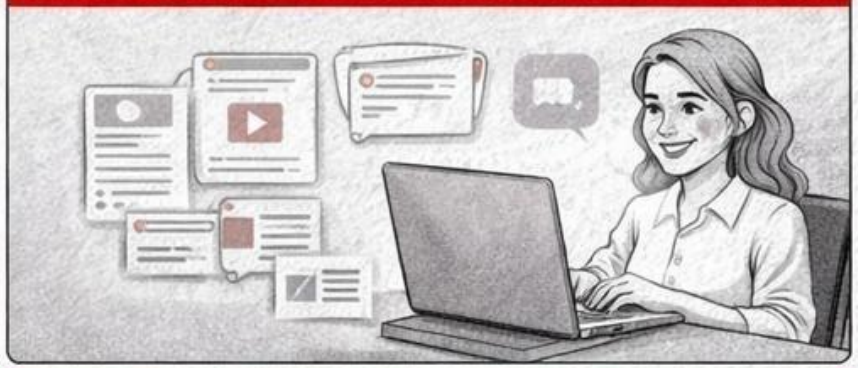
BNI

4 Ways to Increase Revenue

Ads



Content Creation



Outreach



Networking



Advertising

Paid visibility Reach people searching for your service or likely to need it.

Clear next step Give prospects a way to call, request a quote, or book.

What to measure Track inquiries and how many fit the work you want.

Content Creation

Website	Answer a question customers often ask before calling.
Social posts	Show what your work looks like with a specific example.
Google Business Profile	Keep service details current and share useful updates.

Outreach

Start a conversation	Use a call, text, or email that gives the person a reason to reply.
Follow up	Return to an inquiry with a specific next step.
A lead	A potential prospect whose needs and fit still need to be confirmed.

Networking

A referral

A trusted introduction with context about the need and the fit.

A BNI habit

Use one-to-ones to learn who your fellow members can help.

This week

Ask a member what to listen for before making an introduction.