
BNI
CHOOSE ONE
SAVE TIME
SAVE MONEY
MAKE MONEY

Save Time

What changes	A client spends less time doing a task or coordinating the work.
Example	“I help business owners save time by handling their monthly website updates.”
Listen for	“I’m always behind on updating my website.”

Save Money

What changes	A client avoids an unnecessary cost or gets more from an existing budget.
Example	“I help local businesses save money by finding wasted ad spend.”
Listen for	“We’re paying for ads that bring in the wrong calls.”

Make Money

What changes	A client has a clearer path to a sale or a new source of revenue.
Example	“I help contractors win more jobs by following up on open estimates.”
Your next introduction	“I help [type of client] [one outcome] by [specific action].”