

• **TEN SPECIAL HANDOUTS** •

Presented during the early onset of the COVID-19 Pandemic  
January 28 – April 7, 2020

# THE EDUCATIONAL MOMENT



**BNI**<sup>®</sup>

**BUSINESS NETWORK  
INTERNATIONAL**

The World's  
Leading Business  
Networking & Referral  
Organization

# THE EDUCATIONAL MOMENT

Weekly 5-minute Presentation  
by the Educational Coordinator



Educational bits to help you  
become a better BNI member,  
and grow your business.

## **GENERAL TOPICS**

### **Get Connected – Stay Connected!**

Earning Trust

Promoting Fellow Members

Networking & Visibility

Inviting Visitors

Building Relationships

Leveraging One to Ones

Capitalizing on Referrals

Negotiating

Body Language

Best Practices

Story Telling

Who's on first?



**Shoreline**

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## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
January 28, 2020

### True or False

## Three Critical Assumptions

**1 True or False: In a world that competes for our attention at every turn, everything matters the same, so just dig in.**

False: **All tasks are not created equal. In an effort to prioritize, set the table as follows: You are going on vacation - tomorrow - for a week. What has to get done?**

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**2 T/F: Your mind has the physiological ability to multi-task.**

False: **Your mind can only do one thing at a time. You may be able to switch between a number of things rapidly; but your mind is only, actually doing one thing at a time. If you choose to test this out, try not to make the tasks that you jump between too complicated.**

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**3 T/F: People decide their futures.**

False: **People decide their habits that in turn decide their futures. This works if your life is made up of sleep, eat, drink, rinse and repeat. If you are accustomed to a certain lifestyle or aspire for something more, then you will always get what you are in the habit of doing. If you want something different than what you get, change your habits.**



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## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
February 4, 2020

### Five Ways to Invite Visitors\*

- 1 "What do you do?"** Ask any person what they do. This could be a customer, a neighbor, or someone you just met at a party. It's an easy question and will help you figure out who's in business. Then it's an easy lead into: *"You could come promote your business at my networking group."*
- 2 "Are you busy?"** When you are at your next personal appointment ask them if they are busy. This is an easy and natural question to ask. You can ask your plumber, the caterer from that party, anyone on our Hit List - hairdresser, massage therapist, chiropractor, optometrist, personal trainer, etc. If they say "No," boom ... there's your cue. Try saying: *"That's great. I know a group of business owners who would be ideal customers for you. You should come along and promote yourself."*
- 3 Wham-O** Next time you are approached by a sales person, listen to their sales pitch and then ask them if they'd like to come to a networking group to promote their business. *Wham-O ... Sell to the seller!!* This could be in response to a sales call, visit, or even a flyer in your mailbox.
- 4 Reverse Psychology** When people ask you about your business, tell them you've just joined this awesome networking group that has really accelerated your business. Go into detail about how great it's been and let them ask you all about it. Once you've got their attention slip in a *"I might be able to get you into one of our meetings if you want?"* This could be an easy sell when you are the customer at any of your personal appointments mentioned earlier because therapists, for example, are always fishing for conversation starters.
- 5 Existing Clients** Go through your client list and highlight the business owners. Then reach out to them and offer them the opportunity to come along to BNI. It's a more direct approach but one that has had great success in the past. Even when they decline it normally comes with a *"Thanks so much for thinking of me"* - and will build good rapport with your client.

\*This Educational Moment credited to [Teresa Watkins, BNI New Zealand](#)



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Attorney Michael Sweeney, Educational Coordinator  
February 11, 2020

### S.W.O.T. Analysis of BNI

**I**t is an occupational hazard we all have. We, through our own professional lens, deliver a solution to a situation. Each solution has a template for completion. Along the way, we are wise to take a step back from the fray and look at what is and is not working; what could be better; and what to watch out for. The business school name for this is a S.W.O.T. Analysis – evaluating a situation for its Strengths, Weaknesses, Opportunities and Threats.

#### 1 Strengths

- A. Business building through network marketing.
- B. Orderly – Plan your work and work your Plan.
- C. Accountability.

#### 2 Weaknesses

- A. Boring routine.
- B. Time commitment at a inconvenient time (every damn week).
- C. Relies on group efforts; one person can't implement the plan alone.

#### 3 Opportunities

- A. Growth personally – The fearless and repetitive inventory of what you have and where you want to be.
- B. Growth professionally.
- C. The fruits of the monotony of success.

#### 4 Threats

- A. Phonies – Those who are successful without putting in the work.
- B. Half-bakers – Those who stray from the BNI Tools for Success.
- C. WIFM DJs – The “What's In it For Me” / “What Have You Done For Me Lately” attitude.



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Extending  
Your Eyes  
and Ears

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Attorney Michael Sweeney, Educational Coordinator  
February 18, 2020

**T**here are people all around us who are looking to grow their businesses. Bring someone you know to the BNI meeting: your therapist, your office manager, your spouse. Teach them to ask the people they meet whether they want to grow their businesses. Accept cold calls. Tell the people who call offering services to meet you at the BNI meeting and bring business cards. (Combing Podcasts 404 & 633)\*

### 1 **Go to Other Networking Events**

Chamber of commerce meetings and trade shows are especially good because everyone there is already looking for business.

### 2 **Social Media: Stack Day on a Platter**

Join neighborhood groups on Facebook and LinkedIn and ask for recommendations for professions your BNI chapter needs. Send private messages to each of the people who were recommended and invite them to come to the BNI meeting on the same day. Your chapter gets its choice of new members, and you can send the others to neighboring BNI chapters..

### 3 **Before I Hang Up ...**

Finish every conversation by asking: "Can you recommend a great \_\_\_\_\_ (profession the chapter is looking for)?" If they say yes, call that person and say: "So and so highly recommended you. Would you be my guest at a business meeting? I'd like to introduce you to some local people."

### 4 **Follow Up**

Not everyone is ready to join right away, but they might still be interested. Follow up with every visitor.

### 5 **Deeper Dive**

- Have you gone through your Rolodex, name by name?
- Have you gone through your business card box, card by card?
- Have you gone through your checkbook register?

### 6 **Listen Harder**

If you put your reticular activating system to work, you will see referrals everywhere. The following phrases indicate that a person is ripe for a referral: "I can't" "I need" "I want" "I don't know"

\*BNI Podcast 404: "Standing in the Middle of Referrals."  
[www.bnipodcast.com/2015/04/29/episode-404-standing-in-the-middle-of-referrals/](http://www.bnipodcast.com/2015/04/29/episode-404-standing-in-the-middle-of-referrals/)

\*BNI Podcast 633: "I've Invited Everyone I Know."  
[www.bnipodcast.com/2019/11/06/ive-invited-everyone-i-know/](http://www.bnipodcast.com/2019/11/06/ive-invited-everyone-i-know/)



# Shoreline

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## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
February 25, 2020

### Alternatives to Making Concessions

by Chris Voss\*

LMP Progression

**Y**ou've got a logjam. The thought of giving in leaves you with a bad feeling in the pit of your stomach. What should you do in this scenario? **Think empathy.**

How you understand your counterpart. We use empathy because we want it in return. We want as many deals to make themselves as possible because it saves time. The **LMP progression** – Label, Mirror, Paraphrase – looks like this:

#### Labels

You start banging away at the logjam with selections from these labels:

- “Seems like you'd prefer not to make this deal?”
- “Seems like you think I'm being unreasonable?”
- “Seems like there's more here than meets the eye?”
- “Seems like you're under some pressure?”

Each label should end with an upward inflection of genuine curiosity so that it lands gently and digs in. (You can even add a few of your own, but you're going to have actually use several – at least three.) Go silent so they can respond.

#### Mirror

You have got to mirror **mirror key words from their answers** to dig deeper and uncover more information. You're building information and fodder here for your tactical nuke. Keep Robert Downey Jr.'s Sherlock Holmes line in mind: Data, data, data. I cannot make bricks without clay!

#### Paraphrase

The paraphrase – **putting the actual meaning of their words into your own words** – is the real bridge here. It makes your responses a little bit longer. String together responses from paraphrases of what they've said and go silent. It will keep them talking. Paraphrases are longer than mirrors. It's more of a back-and-forth. When you paraphrase, the other side is encouraged to continue the conversation right back. The paraphrases are the bridge to a good summary.

#### The Grand Slam Summary

Many people struggle to get from the short format of labels and mirrors into the long-response format of a grand-slam summary. This type of summary is a long response. You're going to have to disengage your dynamic silence gear for a bit here to get it all out. The only time you may want to stop before you get to the end of it is if your counterpart interrupts you to correct you – which is actually an amazingly good sign that means that they are completely focused on you. A great summary is built on two types of pillars: labels and paraphrases. It makes your counterpart feel completely understood. It's at this point that you maximize the possibility that they will break the logjam for you. And if the deal doesn't make itself right here, you can fall back on the following.

**“How would you like to proceed?”**

**Nothing favorable in the response?**

**“It seems like there is nothing I can say to get you to change your mind.”**

**Still nothing?**

**“It seems like you're powerless here.”**

No one is willing to say yes to being powerless after you have deployed a summary that knocks it out of the park. They will find some way to make things better if it is in any way at all within their power. If it isn't? Now you know. You've done your job, and done it well. If you find yourself here, it's time to move on to a new deal – one that you can make – and no longer waste energy spinning your wheels. There will be a better opportunity waiting for you just around the corner.

**“Each label should end with an upward inflection of genuine curiosity so that it lands gently and digs in.”**

\*Sourced from **Chris Voss**: <https://blog.blackswanltd.com/the-edge/unwilling-to-make-concessions-in-negotiation-do-this-instead>



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## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
March 3, 2020

## Five Black Swan Negotiation Tips

by Chris Voss\*

### 1. Prepare an Accusation Audit

Out of all the negotiation steps, this one may be the most important. First things first: You've got to prepare an accusation audit before you engage with the other side. There's no way around it. The accusation audit is a great way to set the stage up front. The stage you're trying to set is not so much an agenda you want to talk about as it is a need to mitigate any negatives they may have been brought to the table. Keep in mind that you don't need to be 100 percent certain that the negatives you address in your accusation audit are actually at the forefront of your counterpart's mind. **The attempt to verbalize an understanding is always more important than its accuracy.** Putting any negatives you can think of on your list and addressing them at the beginning of the conversation will help create a collaborative environment – which is the precursor to the end goal of trust-based influence. **Remember, at the end of the day, in the world of negotiation, people give you things because they feel like it.** You want to get the other side to trust you enough to feel like moving in your direction. The accusation audit is a great way to start the process of just general collaboration and trust-building up front – while skipping over all of the run-of-the-mill common ground stuff.

### 2. Don't Answer Questions Until You Know Why They've Been Asked

Before you respond to a question, make sure you understand why your counterpart asked it in the first place. You can put yourself in a tough spot if you answer a question poorly. You don't want to leave yourself naked by answering a question in a way that doesn't necessarily address the motivation for why they've asked it. **Most people are bad at asking questions in general. So before you answer, you need to understand the dynamics that caused the other side to ask in the first place.** Worried that that might be difficult to do? It's not. Phrases like "What makes you ask?" and "Seems like you have a reason for asking that" will help you understand the reasons behind the questions.

### 3. Fire Off a One-Liner Before Your Ask

Before you make **an ask** of any sort – e.g., "There's a term in the contract that needs to be taken out." – have a couple of one-liners ready to go. Spend some time thinking about some of the potential ways that the other side can react to **your ask** that might not be in your favor. **If it's something they are probably not going to like – which is a pretty good bet, considering that you're at the table in the first place – greasing the skids for your ask with a one-liner is going to be a huge help.** Before diving in, set the table with something like this: "This is really going to catch you off guard." The other side will respect your upfront approach – and the fact that you're practicing tactical empathy by seeing things from their perspective.

### 4. Expect to Be Caught Off Guard

At the same time, you need to be aware that you yourself are going to be caught off guard. **Many people go into a negotiation with a mindset wherein they hope that the other side will move in their direction, but decide to just see what happens.** This is not a horrible mindset to have, mind you. But it is a mindset that means you're less equipped for when unexpected things happen. On the other hand, if you go to the table with the mindset that your counterpart is going to say something that's going to throw you off your game, you'll be in a much better spot to prepare for whatever comes your way.

### 5. Allow the Other Side to Have the Floor

Every now and again – at the very least – you'll run into a situation wherein you sense a lot of discomfort at the table. **If the other side seems standoffish or restless, that's often a telltale sign that your approach is not in a good place.** When you sense an impasse, say something like, "It seems like I said something that offended you" or, "It seems like I said something that made you uncomfortable." Otherwise, when you let it linger, they'll spend more time listening to the voice in their head than whatever it is you're saying. When that happens, they're not soaking anything up. They're just waiting for their turn to speak. In these situations, address their discomfort immediately and allow them to take the floor. Their behavior is probably an indicator that you're speaking too much anyway.

\*Chris Voss: American businessman, professor, former FBI hostage negotiator, CEO & Founder of The Black Swan Group Ltd, co-author of *Never Split the Difference*

Sourced from <https://blog.blackswanltd.com/the-edge/5-negotiation-steps-that-will-close-your-next-deal>



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## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
March 30, 2020

## Success & Failure Both Leave Clues

by Anthony Iannarino\*

**Failure, if you are willing to look at it, is feedback.** There are two ways you can learn what you need to know to improve your (1) success and (2) results. While both are important, one is faster and more certain.

### 1 Lessons learned

Failure is a part of success, not something separate from it. Anyone who suggests otherwise is dishonest and should be avoided. Don't plan to fail. Do the best you can with what you have. If you give less than 100%, expect less than 100%. You should not believe that failing due to your gross negligence, sloppiness, or outright lack of caring is something positive. The only lesson here is you should've executed better. **Because you are going to fail, it is important that you learn something from the failure that will allow you to avoid repeating the mistakes that caused you to fail in the first place.** It is, however, impossible to learn from a failure if you are going to absolve yourself of responsibility.

### 2 What did you learn?

The way to convert a failure into a lesson is to review what you did – or didn't do – that caused the failure. You cannot learn something if you blame someone or something for your lack of success. **Laying the blame for losing a big opportunity on the prospect for not seeing YOUR value or solution is to have learned nothing.** More still, it indicates you should expect to experience this failure again, and not too long in the future. Pricing, product and/or external factors each can play a role; blaming any or all of them misses the opportunity to adjust your approach to improve your future outcomes. Learn from it by recognizing what you might do to change the outcomes in the future. Here, the greatest failure is your failure to take responsibility.

- What caused the failure?
- What can you do differently in the future that might lead to success?
- What are the circumstances or fact patterns that will allow you to recognize when one approach is better than some other potential course of action?

### 3 Learning from the lessons of others

How you learn is as important as what you learn. One of the best ways to learn the lessons without actually having to suffer the failure yourself, is to learn from other people's failures – and successes. Instead, you can learn from people who experienced those painful failures. Jim Rohn said, "Success leaves clues." Failure also leaves clues, many of which are known, written in books, magazines, and websites. The lessons learned are documented; very few problems are novel. They may be a horse of a different color, nonetheless – nothing new. **Reducing the incidence of failing without learning the hard way means looking to the lessons of people who have already failed and discovered how to succeed.** Instead of having to try to discover some strategy or approach that might work, you can look to what others have already discovered. Regardless of your challenge, if you know the outcome you want, it's likely because you have already seen someone else produce it. If someone else has already achieved what you want, the strategies to succeed are already known.

### 4 Gross negligence

If what you call a success is already well-known, extremely well-documented, and easily available, it is gross negligence not to study what is known as your best path to success, limiting the likelihood of failing in the many ways that others have already failed in the past. **When it is your craft or chosen profession that offers the opportunity to succeed or fail, and when failures come with consequences, there is no reason not to look first to what is already known** – instead of repeating the mistakes of others for yourself, spending time and effort learning for yourself – and harming yourself, your company, and your clients in the process. Of the two ways you can learn from failure, one is better than the other.

\*Anthony Iannarino: Bestselling author, internationally recognized speaker on sales, success, personal development, leadership, and entrepreneurship  
Sourced from <https://thesalesblog.com/2020/03/07/a-better-way-to-learn-from-failure/> (03/07/2020)



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## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
March 24, 2020

## Four Rules for Negotiation Through E-Mail

by Chris Voss\*

### 1. Less is More.

You write brilliantly crafted emails only to have the recipient pick out one small point and ignore everything else. The receiver frequently misses your main point or doesn't answer the question you posed at the end of your message. If you were playing chess via email, would you lay out your next seven moves in the same email? Any email more than five lines long is bordering on being too long.

**Land one point in an email – just one.**

### 2. Set it up. Don't catch them off guard.

You've seen the email that starts off with all sorts of flowery stuff only to be followed by "Oh, by the way ..." and then they lower the boom on you. This likely comes from a bad (but common) bit of advice called "The Sandwich Rule." This rule says that if you've got something negative to share, you should "sandwich" it between two positives. **If bad news is coming, don't encourage your counterpart to drop their guard with flowery nonsense.** Instead, be direct and warn them – using a little bit of tactical empathy: Labeling negative emotions defuses them. If negative emotions are imminent based on the news you are about to share, labels can help soften the blow – or even inoculate your audience from it altogether. Bottom line? Give your readers the opportunity to brace themselves for bad news by letting them know it's coming.

### 3. Land it. Take the time to soften the tone.

Your counterpart will never read the tone of the email the way you'd like them to. **Give your email a friendly and welcoming nature by taking the time to add in specific words and punctuation that support this effort.** "I'm sorry, but I'm afraid I just don't see it that way," is a thousand times better than "I don't see it that way."

### 4. Always end with encouragement or a positive note.

**The last impression is the lasting impression.** This applies to email as well. Use this law to your advantage in all your negotiations. Take the kind words I told you not to use in the beginning and use them in the end. Tell a positive yet indisputable truth like:

- "The reason we're reaching out is that we'd like to come to a resolution that everyone is happy with."
- "We have high regard for you as a company and as a person."
- "We have always enjoyed working together."
- "We'd love to have a long and beneficial relationship."

Whatever you do, the end of your email is not the place to get in an assertive last word, express your dismay, or score some other cheap shot.

\*Chris Voss: American businessman, professor, former FBI hostage negotiator, CEO & Founder of The Black Swan Group Ltd, co-author of *Never Split the Difference*  
Sourced from <https://blog.blackswanltd.com/the-edge/how-to-win-with-email-4-rules-for-success>

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## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
March 31, 2020

## EntreLeadership's Online Weekly Report Tool

**S**ocial distancing has completely changed the way many of us are doing business. Our kitchen tables have become our video conference rooms and the only fist bumps we're dishing out are virtual. Honestly, change can be tough to navigate. But as unexpected as this shift may have been for your business, working from home doesn't have to hurt your team culture. **The key is to stay connected.**

And we want to help you do that. **EntreLeadership** has put together an on-line, Weekly Report Tool. I will go through the sum and substance here and at the end I will provide a link if you want to check it out for yourself.

What is important is that you see yourself as in control of your own environment, no matter what the weather is outside or the pandemic-du-jour. **You are the Captain of your own ship.**

Whether you have direct reports, you have people report to you, you are the sandwich in the middle or you are a one-man band, **having an understanding of those with whom you come in contact with on a regular basis can be entirely helpful if not essential.**

**The Weekly Report will show your awareness of your environment.** The more the aware you are the better you are to gather information, process, decide and act.

The Weekly Report Tool has three thermometers, two bookend questions and an opportunity for freelance.

### Morale

1	2	3	4	5
Very Low	Low	OK	Good	Great

### Stress

1	2	3	4	5
Too High	High	OK	Low	Healthy

### Workload

1	2	3	4	5
Overwhelmed	Heavy	OK	Good	Great

**Weekly High?** \_\_\_\_\_

**Weekly Low?** \_\_\_\_\_

**Anything else?** \_\_\_\_\_

**The Weekly Report Tool is a virtual shout-out;** you can collect your "Wins" here. A quick and easy way to get an overview of the morale, stress, workload, successes, failures and random odds-n-ends. A conversation starter. It's low-level self-assessment and some open-ended questions.

[www.entreleadership.com/weekly-report/launch-guide](https://www.entreleadership.com/weekly-report/launch-guide)



# Shoreline

## THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator  
April 7, 2020

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**12 x 12 x 12  
Rule\***

**P**ERCEPTION. Is it reality for everyone or just most people? OR Does perception take in to consideration the facts of the situation? We use our daily perceptions to make decisions. Each day we are bombarded with thousands of decisions to be made: **a) Some we make on auto pilot; b) Others fall into a Monty Hall: Door #1; #2; or #3?; c) Some fall into the category of "First Impression."**

**The 12 x 12 x 12 Rule is that there are (3) zones where people pick up clues about us.** These clues that determine whether or not they will possibly give you a shot. A shot at finding out whether they can risk getting to know, like and trust you.

### **CLUE 1 - How do you look from 12 feet away?**

You want to come as looking like you fit the part.

- An auto mechanic in a 3-piece suit had best be on his way to a funeral.
- A lawyer in flip-flops and a tank-top better be going to a luau.

Contextually, fit in. It instills confidence.

### **CLUE 2 - How do you look from 12 inches away?**

Body Language? Attitude?

- Booze on the breath? Call in sick.
- Falling asleep? Get a sub or burn an absence.
- Showing up to the Round Table as Sir Slouch-a-Lot? Body language speaks volumes!

Contextually, fit in. It just might open the door.

### **CLUE 3 - What are the first 12 words out of your mouth?**

Have a plain English, straight to the point **unique selling proposition.**

- The USP should be able to pass the "Eye Brow Test."
- Eyebrows UP: Winner - they are interested.
- Eyebrows DOWN: Loser - they do not understand WTF you said.

### **What this means for US Today**

- The last pandemic was 100 years ago; the Spanish Flu.
- The gameboard and systems that we've all used to get us where we are today are being shaken to their core.
- The re-setting of the economy will occur.
- How we will each fit in to the "Brave, New, COVID World" is anyone's guess.
- **Starting now we are in situations of First Impressions.**

### **What are We to Do?**

We will all be called upon to re-think how we do business.

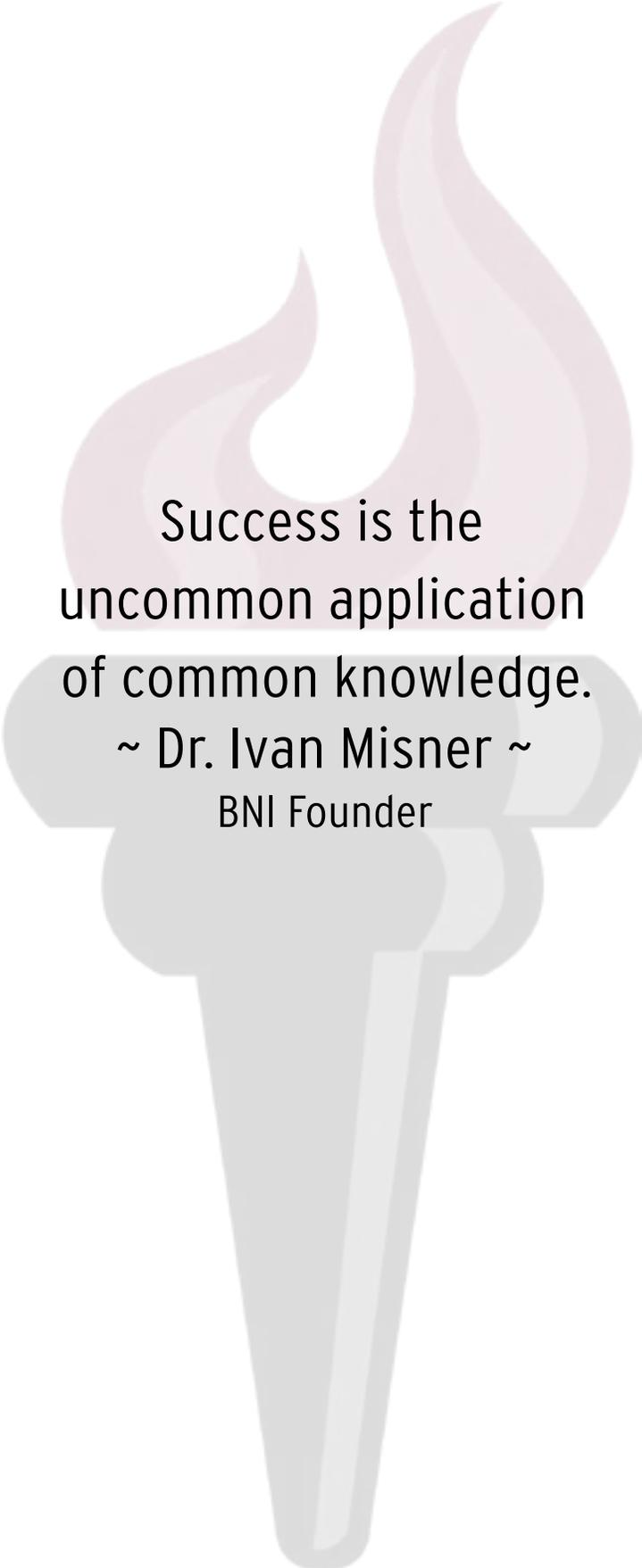
- Recognize what is in front of us;
- Figure if and how we can help, foster, solve or aid the situation, then,
- Execute to the best of our professional abilities.
- I am not planning on sitting around and waiting for hand-outs.
- **I plan on being a part of the recovery.**

### **The 12 x 12 x 12 Rule**

How do you look from 12 feet away?

How do you look from 12 inches away?

What are the first 12 words out of your mouth?



Success is the  
uncommon application  
of common knowledge.

~ Dr. Ivan Misner ~  
BNI Founder

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