

Contact:
Karla Jo Helms
kj@jotopr.com

For a Dollar a Day, BNI West Central Florida Can Raise Company Revenues

The current economy has prompted businesses to seek alternatives for generating revenue during tough times. BNI provides a unique solution to help businesses thrive regardless of the economy.

TAMPA, FL (September 27, 2010)--Referral marketing and business networking has been brought to the forefront by entrepreneurs looking to survive during economic downturn. Last year Business Networking International helped businesses generate over \$2.6 billion dollars worth of business for members by passing 6.2 million referrals in 5,500 chapters in 43 countries. According to Tom Fleming, Executive Director of [BNI West Central Florida](#), BNI is all about the '4 M's - 'Members Making More Money' despite a tough economy. BNIWCF represents a significant portion of that overall international statistic.

According to the St. Petersburg Times, Florida's overall income level has dropped by as much as 15.3 percent, but business for BNI members continues to rise. This year, 40 BNI chapters in the West Central Florida region are on track to pass \$50 million worth of business to each other. The average value per seat in a chapter is \$34,000, meaning if a member invests \$365 for an annual membership (one dollar a day), they can potentially generate gross revenues or commissions of \$34,000 a year. One member touts they generated \$700,000 in business over the past year as a result of their association with BNI. This is a real plus for businesses affected by the Florida real estate market as well as the oil spill and other recession factors.

Case in point: BNI member Lisa Jordan of Accent American, Inc. made an additional \$100,000 directly from BNI member referrals during her first year as a member of BNI. Last year her company made an additional \$239,000 from the network she built from BNI plus additional BNI referrals. BNI was able to help the company accomplish this during a hard-hitting recession.

The BNI business model will help businesses in the West Central Florida area stabilize and grow with 40 BNI Chapters within 2 BNI franchises in Pinellas, Hillsborough and Pasco Counties. Financial planners, realtors and insurance



agents are also encouraged to start new chapters of BNI, as these particular industries tend to create results and rely on referrals in pursuit of prosperity.

“By building a referral network businesses can gain more visibility, credibility, and profitability,” Fleming says.

Business Networking International (BNI) believes that by giving business to others you will get business in return. This philosophy has helped many businesses establish stability in the new economy. BNI members have been strengthening their business through a structured and professional word-of-mouth program that enables them to develop long term, meaningful relationships with quality professionals, and a better bottom line.

About Tom Fleming and BNIWCF

Tom Fleming is currently Executive Director of BNI WCF and the Director of Training for the Referral Institute in Tampa, FL. Tom brings many years of experience to BNI, after working for Fortune 500 companies and as a contributing author for two best-selling books in the area of Referral Based Marketing.

When Tom Fleming acquired the region, BNI WCF had one chapter with 13 members which has grown to over 40 chapters with 1600 members. BNI WCF includes 7 different training programs built around the art of growing your business by referral - 2 of which are Referral Institute Programs.

BNI is the largest business networking organization in the world and offers members the opportunity to share business referrals and contacts as well as initiate a local chapter of BNI. Visit BNI WCF at www.bniwcf.com.

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