

## Guidelines for Preparing Letter Invitations

1. Don't change the letter at all – not even 1 word! Set it up exactly as shown.
2. You may do the letter on your own company letterhead.
3. Do not use envelopes printed with your company logo or address. Do not use window envelopes.
4. Absolutely no letters addressed to “Dear Sir” or other generic term. All letters must be addressed personally.
5. All envelopes must be addressed personally, and marked “Personal” next to the address.
6. The blank in the center of the letter must be filled in with the person's profession that you are inviting. Do not use a generic phrase such as “a business professional like you”.
7. Sign your letter with a blue ink pen if you can.
8. Don't leave off the PS at the bottom
9. Make sure all the blanks are correctly filled in.
10. Do not use stick-on computer generated labels
11. Hand addressed envelopes are the best – only use computer generated addresses if you have a laser or ink jet printer which prints directly onto the envelopes. Do not use a dot matrix printer.
12. Fold and insert the signed letters, but do not seal the envelopes. BNI will be inserting another item into all the letters at the meeting when they are handed in.
13. Do not put the postage on (unless you want to!) BNI will seal, stamp, and mail the letters.
14. All letters have to be handed in on the agreed date.
15. Keep your list of whom you are mailing to, with names, professions, and telephone numbers (use the BNI confirmation sheet), and print clearly. You will be exchanging lists with someone else for the second follow up phone calls, so they need to be able to read your handwriting!

16. Don't leave it all to the last day to do! The main time is in getting the names, addresses and telephone numbers. Do some off your list each day, and it will not be a demanding job. Remember, you are promoting your own business for years to come by spending some time now to ensure a successful kick-off of your BNI Chapter – it will be well worth the time that you invest in doing it.
  
17. Don't forget the 2 follow up phone calls, the thank you call to everyone who attended, and the call to all those you invited who said they would come, but didn't.