



## Preparing your 60 seconds

Each week, each member has 60 seconds to remind the other members, and visitors, of what they do and what kind of work they are looking for. Obviously, they get other opportunities, but that 60 seconds is an important part of it.

Now, we're all busy people so some of us use the same 60 seconds week in, week out, and the trouble with this is people will naturally switch off. Including the person saying it. Furthermore, although we don't do this at Neptune, reading BNI forums another approach is thinking of the 60 seconds on the way to the meeting in the car or, even worse, during the previous member's slot. And you know what? If you make something up that quick, **everyone** can tell!

It's important to put aside just a few minutes each week to think about your 60 and what you are going to ask for. But, why not use it elsewhere? If you are putting a few minutes aside for your 60 seconds, rather than just use it at the next BNI meeting, why not post it on Facebook, Twitter and even LinkedIn too? Then you have one more fresh thing to post on social media each week.

In addition, if you tag your post (#bni or #60seconds) your followers may ask you what this BNI thing is. When you explain, you can invite them to visit, and the lifeblood of any BNI group is visitors and new members.

Besides, if you think your 60 seconds is good enough for your fellow members, surely it's good enough to share with the world on social media.



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