

# MEMBER GUIDE



**BNI**<sup>®</sup>  
FORTUNE  
BUILDERS

*Build Your Fortune With Us*

## Member Guide



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### **Trevor Butt**

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## Chapter Information



### **BNI Alberta North**

*BNI Fortune Builders*

Sherwood Park, AB

Hybrid 2 Chapter

Fridays at 7:45 am

1st & 2nd Friday of the month in person at Strathcona County Community Centre, Meeting Room #2

<https://bnialberta.ca/bnifortunebuilders/en-CA/index>

## Learn More

If you are interested in learning more, attending a meeting, or joining our Chapter, please click the link below book a 1-2-1 with our Chapter President.

**Jesse Smith**  
Chapter President

**[Contact Jesse](#)**



## Apply Now

Apply to join our incredible Chapter [HERE!](#)

## What Has BNI Done For You and Your Business?

*“Joining BNI was the best thing I've ever done for my business growth at Heartland Ford. Presenting to 30 plus professional's every week has sharpened my skills and taken them to the next level. Learning how to write my 60 second presentations weekly has helped my marketing skills so much. I have a RadioTelevision broadcasting degree, so public speaking was never an issue. That being said, it has improved immensely. Having 30 plus people promote my business and share they're experience they've had at Heartland Ford is second to none! All the members at BNI Fortune Builders are literally my sales and marketing rep's when referring to Heartland Ford and myself to their customers, friends and family. Lastly, the training you receive cannot be beat. Online or in person! All the tools you'll ever need are here. You'll have to call me if you want to know how many BNI friends Donna and I have made for life!!” - Elvis LaFleur*

*“BNI has taken us from a truck and bag of tools and my wife and I to 7 rigs and 9 employees. BNI our first year was around 80% of our gross its less today as we have grown but still is the largest income part of your business even 6 years later! We have also meet great referral partners that we work with and become a “I know a guy, guy” for our clients so we are top of mind. BNI is a huge part of us and will continue to be as we see and know the true value of BNI.” - Matt Rogers*

*“Before BNI my business didn't even exist. I started representing my husbands business and quicky developed a passion for everyone in our Chapter and helping business grow and succeed. That's when I turned to social media marketing. 100% of my business has come from BNI one way or another. Which to me is second to the relationships and community that I have developed through this Chapter. BNI has been literally life changing for me.” - Amanda Hope*

## What Has BNI Done For You and Your Business?

*“BNI allowed me to immediately establish myself at a new clinic, in a new community.*

*Through my BNI membership, I went from being the only promoter, to having a room full of likeminded and trusted individuals promote myself and my business to a variety of social and business groups. Many of which, I would not have had access to otherwise.*

*In a very short period of time, I have become a known and trusted provider within my community, largely through BNI referrals and testimonials. I now receive referrals from a variety of sources, and it continues to grow organically as those referrals trees expand.*

*A BNI membership is now one of my first recommendations to anyone starting a new business, or wanting to further their presence and recognition in the community.” - Kyle Smart*

*“BNI has helped me establish my business without going the marketing route that was supposed to be my route. It has helped me to meet great referral partners that my clients appreciate, when utilizing them. It has helped me grow my network and achieve long term referral partners. I have been able to bring other businesses into the fold that appreciate BNI and grow as well.*

*Although some come and go, the privilege of knowing them and the unique businesses that they start helps me appreciate all of their hard work, and I always am listening for the right clients to connect them with.*

*The training that I have been able to do with BNI has helped me in my business, brushing up on the different skill levels for business like marketing opportunities, etc. From the smallest thing as time management on to how to hire, nurture and fire employees. Training that is part of membership, always learning as the world is always changing.*

*BNI is a huge part of my business and part of my growth plan for sure.”*

*- Judy Schueler*

## What Has BNI Done For You and Your Business?

*“When I started BNI, I was new to owning my business. Even though I had 15 years experience within the insurance industry, I knew that as a women in my field, I would have to market myself differently. This is where BNI came in. My goal was to make connections and have referral partners within the community, I received all this and more.*

*Having a room full of like minded professionals has assisted me to grow my business and myself. It has allowed me to meet other business owners in the community to collaborate with, increase my public speaking skills, showcase my business and implement the accountability piece into my daily business. I have been a member of BNI for 9 years and it is still beneficial to me and my business growth. It helps to set me apart from my competitors within the community as they now have a connection to refer, not just a phone number. As well, I have made many amazing relationships that I would not have otherwise.” - Elaine McDougall*