

# **BNI launches new Lunchtime networking club in Edinburgh**

Thursday 15<sup>th</sup> September at 11.45am sees the launch of BNI (Business Network International) Scotland South and East Region's first lunchtime chapter called Breakfast in America.

Famous globally for their red eye (7am) weekly meetings, this latest chapter seeks to change the way people network by moving into a midday slot and celebrating breakfast 'New York Style' without the hassle of travel or the jet lag.

Colin Reed, Breakfast In America's Executive Director, said:- "I first decided to develop the chapter back in March, after realising there was a need for a quality lunchtime referral opportunity. This arose from the feedback we were receiving about the timing of our breakfast meetings. Many of the visitors felt that the concept was brilliant, but the timing was an issue, due to childcare, school run or simply 'can't do mornings'. We are aiming to reach a core level of 45 members before November, with a chapter turn over of recorded business reaching in excess of £1 million in the first year."

An old hand at how BNI operates, Colin has been active with BNI for over 8 years rising through the ranks from member to Assistant Director, Area Director and now joint Executive Director and watched many of his fellow members continue to grow during the recent recession, Colin continued:- "Being active in BNI is like having up to 40 sales people working for you, because your fellow members will be carrying your cards and referring your business to people they meet, without you having to pay them any salaries or commission. Successful businesses depend on 'word-of-mouth' marketing as the best form of promotion there is. BNI provides a structured, supportive, business environment in which local business people can get together to network, learn valuable new

marketing skills and develop the strong personal relationships that lead to trust and the consequent generation of significant business for each other.

It's as simple as that! Last year members of BNI passed 6.5 million referrals, which generated more than £1.5 billion worth of business! Here at Breakfast In America, we have set our target at £1 million in the first 12 months."

If you are interested in how you can be involved in a 26 year old professional business networking organisation that allows only one person from each trade or profession to join each chapter, and calls itself the most successful business referral organisation in the world then please contact Julia Linton on 0131-225-4020 or email her at [Julia@lintonrecruitment.co.uk](mailto:Julia@lintonrecruitment.co.uk).

Alternatively go to the launch event at The Capital Hotel, 187 Clermiston Road, Edinburgh, EH12 6UG and meet a room full of like minded people all looking to grow their own business.