

BNI Revenue Recovery Playbook

Find It. Quantify It. Fix
It.



Why This Playbook?

Most small businesses are losing money and don't know it. Use this guide to spot, show, and solve one simple problem—then share the value and invite them to BNI if it fits.



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Revenue lost in silence is often never found again. Shine a light, and you'll be surprised what turns up.

Anonymous Business Coach

Step 1: Find a Business

This is a very simple process: Find it. Quantify it. Fix it. That's it.



Roofers

Home improvement businesses often lose leads from missed calls or delayed replies.



Plumbing

Essential home services benefit from fast responses and clear online info.



Divorce Attorney

Rely on timely intake and structured follow-up to capture high-value cases and prevent lost opportunities.

Step 2: Identify the Revenue Leak

- Missed calls or slow response
- Ineffective website or contact form
- Delayed follow-up with leads
- Poor messaging or unclear offer
- Weak online reviews or reputation



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**Sometimes, the leak is
not one big hole—it's
a hundred tiny drips.**

Small Biz Growth Expert

Step 3: Quantify the Loss

Estimate lost revenue
with a simple
calculation.



Example: How Much is Lost?

- 3 missed calls per week × 4 weeks = 12 lost leads/month
- 1 in 4 books service (\$500 average sale)
- Lost revenue/month: $12 \times 25\% \times \$500 = \$1,500$



Step 4: Create a Quick Fix Using AI



Simple Prompt

"Write a friendly, professional text/email to follow up with new leads for [Business Type]. Include a clear offer and ask for a reply."



Share the Fix

Give the AI-generated message to the business. It's a fast way to turn leaks into leads.

Step 5: Share Value First

Script you can use:

- "I noticed you might be missing out on revenue from [leak].
- Here's a simple fix and how much it could bring back.
- Would you like to see more strategies like this?"



Step 6: Invite to BNI (If Appropriate)

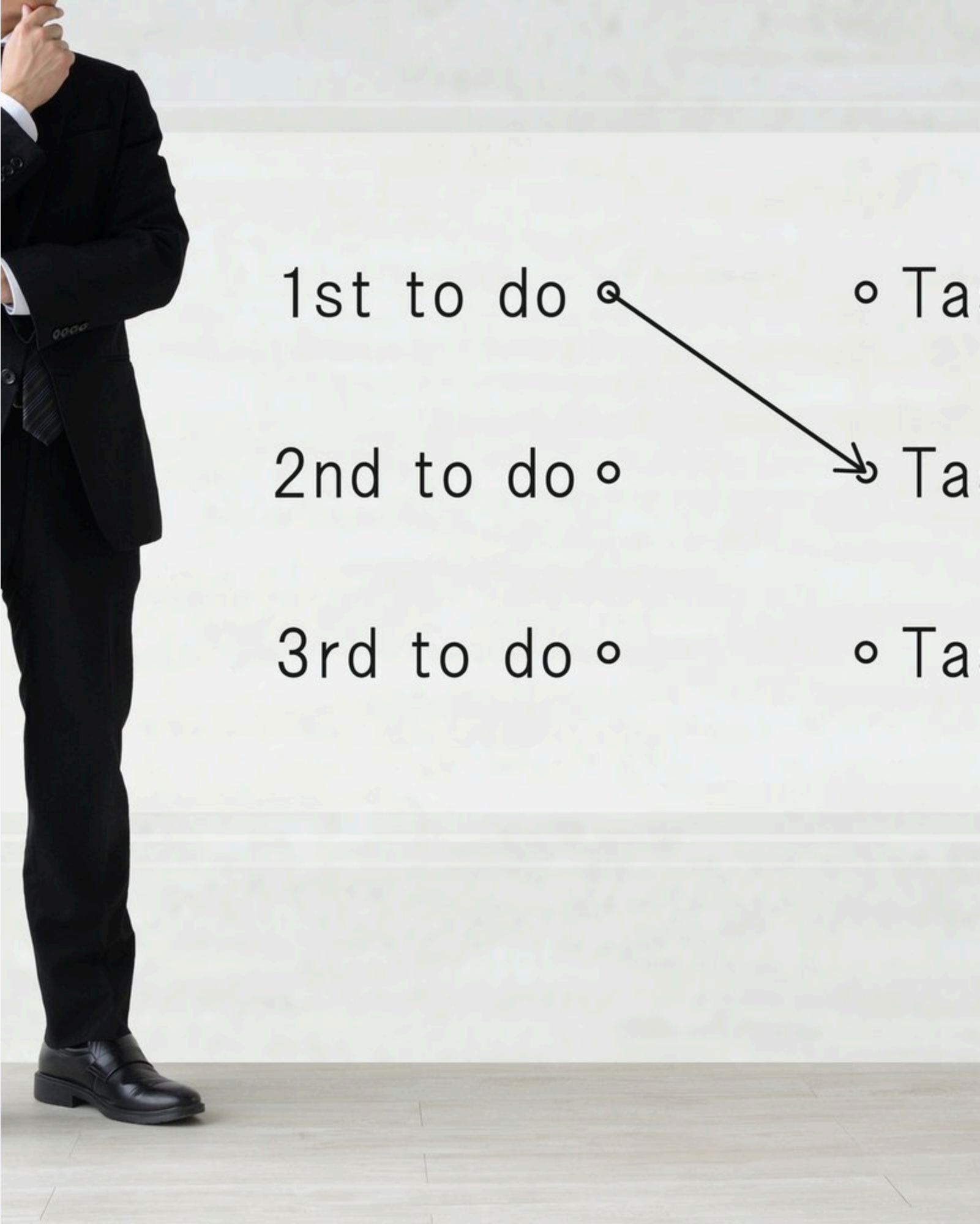
If they want more solutions, invite them:

- "We have a local business group (BNI) sharing quick wins like this every week. Want to check out a meeting?"

JOIN US

The Simple Rule

**Pick one business.
Find one leak.
Show one fix.
That's all it takes
to get started.**

A man in a black suit and black shoes stands on the left side of the frame, partially visible. He is looking towards a large screen on the right. The screen displays a diagram with three rows of text. The first row is '1st to do' followed by a small circle and then 'Ta'. The second row is '2nd to do' followed by a small circle and then 'Ta'. The third row is '3rd to do' followed by a small circle and then 'Ta'. An arrow points from the circle in the first row to the circle in the second row.

1st to do ◦ Ta
2nd to do ◦ Ta
3rd to do ◦ Ta

**TAKE ACTION
THIS WEEK**

Do this within 24 hours:

Step 1

Pick ONE business you already know
(or one you referred out recently)

Pest Control

Flooring

Painter

Banker

Insurance

Photographer

Step 2

Write down ONE problem:

- Missed calls
- Slow follow-up
- Weak messaging

Step 3

Run this prompt in AI:

"Write a simple follow-up message for a [business type] to respond to new leads and increase bookings."

Step 4

Send or share the result

RULE

Do not study this.

Do not perfect this.

Just run it once.

RESULT

You will:

- See where money is being lost
- Show immediate value
- Create a natural reason to invite them

WEEKLY REPETITION

Do this once per week:

- Week 1: New business
- Week 2: Another business
- Week 3: Follow up with someone you already helped

Track:

- How many businesses you showed value to
- How many responded
- How many converted into conversations

ONE LINE TO USE

"I noticed you might be missing some opportunities—
here's a quick fix I put together."



This isn't something to learn.
It's something to use once a week.