

Business Profile for BNI 1-2-1

Name:	
Date:	
Business Name:	
Profession:	

1. What do you offer? (Solutions to customer needs)
2. To whom? (Business sectors, client types)
3. Where? (Geography)
4. What is your overall purpose? (Value to clients, value to you)
5. What are your strengths?
6. What is your Unique Selling Point (USP)?
7. What is your strap line — <i>Infomercial</i> — <i>memory hook</i> ?
8. What are your goals with the business?
9. What are your accomplishments with them?
10. Who are your main competitors?