



## Real Member Stories Hypnotherapist



**I get a good 20% of my overall revenue through BNI...**

**Case Study: Rob Donnelly of Rob Donnelly Therapy**

Rob Donnelly is a therapist based in Newbury, who works all across Berkshire, and more recently with clients all over the world, online. Rob specialises in working with professional women between 35 and 60 who suffer with some form of anxiety. Rob helps his clients to avoid panic, stress and shows them how manage their anxiety, so they can have happier, more fulfilled lives. We spoke to Rob about how BNI has helped him to connect with a wider business network and develop the connections and trust essential for referrals in his field:

“I originally came across BNI almost four years ago, when a colleague asked me to sub for her at the Reading Central Chapter. I enjoyed the meeting a lot and decided I needed to get myself involved. What made the decision for me was the energy in the meeting! It was a big meeting, with about 45 people, and it was very slick and professional. I realised it was a good way of being around sharp, likeminded business owners.

“BNI has made a big different in how I present myself; I’m much more professional now in how I do things. I wasn’t the most confident presenter or speaker when I joined Reading Central, and nowadays I’m the Education Coordinator, which is a massive transition! The training BNI provides is very good and has helped me reach out to more people in the local area.

“The great thing about BNI is that people really get to know you; they get to understand what you’re about, and I really enjoy visiting and being an ambassador for other chapters of BNI, spreading the word and building new connections.

“As a therapist, you rely massively on building the ‘know, like and trust’ factor, so unlike some of the more traditional ‘trades’, you wouldn’t ever join a networking group just for the business. That helps of course and I get a good 20% of my overall revenue through BNI, but the important thing is the relationships you build.



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“I’d say what really sets BNI apart from other networking groups is the structure; that makes the biggest difference. You can go to any BNI meeting anywhere in the country, or the world, and know what’s going to be expected. You also know you’ll be around people who are in the same frame of mind, so it’s about more than just the business!”

“If I were advising a therapist considering joining BNI, what I’d say is to be open minded, and think of the bigger picture when weighing up the investment. Look at this as an opportunity to speak to hundreds over different business owners across the county or country. In my experience, it’s a really great way to grow your business!”

### Contact Rob Donnelly

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To find your local BNI meeting please visit [www.bni.co.uk](http://www.bni.co.uk) and enter your postcode.

BNI is the most successful business networking referral organisation in the world. We have thousands of members in the UK and Ireland, passing hundreds of thousands of referrals worth over millions of pounds every year!

