

# Champion 25 Referral Strategy

## BRAINSTORMING QUESTIONS

Help your referrer think of people who could be your ideal client:

Who do you know who has \_\_\_\_\_ problem  
[my service solves]?

Who do you know who wants \_\_\_\_\_ result  
[my service provides]?

Who do you know who would resonate with the kind of work I do?

Who do you know who seems like a good fit for the kind of work I do?

## THE CHAMPION TWENTY-FIVE

List the 25 people (referrer) you will enroll into being the champion of your mission:

1 \_\_\_\_\_

9 \_\_\_\_\_

2 \_\_\_\_\_

10 \_\_\_\_\_

3 \_\_\_\_\_

11 \_\_\_\_\_

4 \_\_\_\_\_

12 \_\_\_\_\_

5 \_\_\_\_\_

13 \_\_\_\_\_

6 \_\_\_\_\_

14 \_\_\_\_\_

7 \_\_\_\_\_

15 \_\_\_\_\_

8 \_\_\_\_\_

16 \_\_\_\_\_

17 \_\_\_\_\_

22 \_\_\_\_\_

18 \_\_\_\_\_

23 \_\_\_\_\_

19 \_\_\_\_\_

24 \_\_\_\_\_

20 \_\_\_\_\_

25 \_\_\_\_\_

21 \_\_\_\_\_

### EMAIL TO SEND TO REFERRER AFTER YOUR BRAINSTORM SESSION

Help your referrer think of people who could be your ideal client:

*Send all of the text on this page beneath this description*

Dear [Client],

I am deeply honored that you took the time out of your busy schedule to brainstorm about people who could benefit from my service. Here are the name(s) we came up with:

- Name 1
- Name 2

It would be great if you could use the email below to contact Name 1 and Name 2, and CC me in each email.

Have a great day! In gratitude,

[You]

P.S. Here's the email you can send:

.....

**Subject Line:** I thought this was perfect for you

**To:** The person your client named in the brainstorm

Hey Jane,

I want you to meet Bobbi. She's been helping me [grow my business and get more clients]. I have been really improving my [x, y and z] thanks to her help and expertise, and I've become a real fan of her work.

Bobbi is \_\_\_\_\_ [a few personal words]. Right now, Bobbi is offering a free session for friends of clients called ["Grow Your Business Breakthrough"] that I'm pretty sure you would love!

I will let the two of you take it from here.

Kindly,

[You]

## **FOLLOW UP WITH YOUR REFERRER IF THE INTRO EMAIL DOES NOT GET SENT**

If your referrer has not yet sent their referral emails, then send this to the referee:

Dear \_\_\_\_\_ [Client],

I hope this email finds you well.

I want to send you a quick little nudge to send out the introductions we spoke about a few days ago. I know how life can be! And I definitely know how busy you are. So, I am attaching it below so that it will take you less than a minute to send it.

I am thankful for you doing this (a lot). Look forward to talking to you soon.

Kindly,

[You]

## COMMUNICATION DIRECTLY WITH REFERRAL TO SET UP A TIME TO SPEAK

This is your reply once your referrer sends the referral email:

**Subject Line:** Re: I thought this was perfect for you

Thank you, [Client]. I appreciate the introduction.

Nice to meet you, [Name of the referral].

I would love to set up a time for us to chat. Would one of the following times work?

- Time 1
- Time 2
- Time 3

Looking forward to connecting!

Kindly,

[You]