

How to Ask For Referrals

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Intro to Referrals

What is the intention of a Referral Conversation?

To show up first to connect, serve, acknowledge and be curious about this person you appreciate. Then, after they have been well served, you can ask them to refer people to you.

The goal is to have 10-20 Referral Partners regularly referring people to you.

Who makes a great referral partner?

Anyone in your life that you care about and that believes in you. And, yes, family members sometimes make the best referral partners.

1. Past Clients.
2. Past Event Attendees.
3. Present Clients.
4. Friends.
5. Family Members
6. Colleagues
7. Thrivers You Have a Great Connection With
8. Someone New That You Meet

Why invite them to a Zoom Call?

If you're asking them to go out of their way to refer people to you, it seems to make sense to go out of your way to make your connection with them really important.

And, if you're on a call with them, you can show up in service of them before you ask them to support you and your business.

You can also acknowledge them and get curious with them. So that by the time you invite them to choose to refer people to you, they feel great about you and your relationship with them.

It's hard to do all of that in a private message. :)

Can you offer gifts or commissions for referrals?

Gifts or commissions are a great way to thank people for referring. The benefit of doing this, is it might incentivize someone to refer people to you who would want to do so, but is busy and without the incentive, wouldn't take the time to do so. And, it can also have people want to refer people to you over and over again.

But gifts and commissions are not necessary, and in some professions, it is against the code of ethics.

We have changed our referral program up a lot, but in 2022, Thrive offers an extra session with your Thrive Business Coach (\$200 Value) for every person you send to the Summit.

If you do offer gifts or commissions, you can either let your referral partners know ahead of time (as we do) what the gift is. Or you can surprise them after you get the client, with a gift or commission.

How do you reach out?

You can text, private message, audio message, or email. Audio message is ideal because your voice can convey your appreciation of them and will most likely have them be inspired to jump on zoom with you.

Two Messages to Invite a Conversation

Message 1:

Fire: Connect	Earth: Serve	Metal: Acknowledge	Water: Curious
Hi Name! I was just thinking about you this morning! How are you doing? I'd love to connect and catch up on things!	Hi Name! I know you've been going through (challenge you know about from past conversation or social media). How are you doing?	Hi Name! I was thinking this morning about how much I appreciate about you! How are things going for you?	Hey Name! It's been a while and I had an intuition to reach out to you today. How are you doing??

Message 2:

When they responded to Message 1	If they didn't respond to Message 1 (2 days later)
It's great to hear back from you! Would you be up for hopping on zoom? I'd love to hear more about how things are going for you!	Hey Name! I sent you a message a couple of days ago. I didn't hear back from you and hope you're doing really good! But, either way, let me know, I'd love to hear from you!

Referral Conversation Template

It's ideal to have this conversation over Zoom.

The goal is to support them in whatever way you can... and to invite them to refer people to you.

Stage 1: Open the Conversation

Hi (Name), it's great to see you!

(Acknowledgement, eg: You look great!)

How are things going for you?

Listen and reflect back what you hear.

Stage 2: Find Out What They're Looking For

If they share about a challenge they're having	If they don't mention a challenge	
Wow, that sounds (really hard). <i>Listen and reflect back what you hear.</i>	Is there anything I may be able to support you with?	
How would you like it to be?	If they have a challenge they want support with	If they don't need support
If I had a resource to support you with that, would you be interested in hearing about it?		Awesome! I am glad you're doing great! Skip to Stage 4 below
	Go to the left column of this table,	

Stage 3: Share a Resource

If the Resource is you		If the resource is someone else
If they haven't been a client	If they have been a client	I have a friend (perhaps a Thriver) who might be able to support you with that.
Go to Stage 3 of Heartselling Conversation to Book Consults	Go to Stage 4 of Free Consult Template	
		Share their Code Statement: Their credibility and who they help and what results they help people get.
		Would you like me to introduce you to them?
		Great! What's the best way to introduce you? Email, text, private message on Facebook?
		Awesome! I'm happy to do that!

Stage 4: See if You're a Match

I actually also had a question for you, if you have a few more minutes...
You probably know that I _____ (share your Code Statement).

And, I just opened up a few spots in my calendar to give free _____ (name of consult)
sessions to _____ (group of people) who have _____ (problem) and want to get
_____ (result).

I know that you are connected with a lot of really amazing people. Do you know anyone who could use support in this area?"

They know someone (or some people)	They don't know anyone
<p>I'm happy to help. Can you tell me a little bit more about your _____ friend(s)?</p> <p>Wow, that sounds challenging. I'd love to be of support.</p>	<p>I'm glad! _____ (Problem) can be a real challenge. If anyone comes to mind in the coming weeks, feel free to let me know! I'm happy to support!</p> <p>It was really great talking with you! And, if there's anything (else) I can do to support you please let me know!</p>

Stage 5: Ask for the next step

Would you be up for introducing us over email/private message?

Awesome! To make it easy for you, I can send you a message you can use to introduce us.

Great! I can get that to you right away. Feel free to edit it if you want. I look forward to meeting
_____. (Name).

Referral Email (or Message)

Fill in the blanks of this Referral Email template and send it off to your Referral Partner as soon as possible (ideally within 30 minutes of the conversation).

Subject: Great talking with you today!

Hi _____ (Name)!

Thanks for a great call today.

If you shared a resource to support them	If you didn't share a resource to support them
I promised to introduce you to my friend _____ (name) who can help you get _____ (result). Here's how you can reach _____ (him/her/Name).	Go to the next paragraph

Here is the message you can send to your friend!

If you offer commissions or a gift	If you don't
As I shared, for each person who becomes my client, I will send you a thank you gift of _____.	Go to the next paragraph

Feel free to edit this to fit your voice and delete everything above the line below. :)

Thank you SO much! I really appreciate you.
(Your Name)

.....

Hi _____ (Name of Person they're referring you to.)!

I'd love to introduce you to a friend of mine who has _____ (share credibility).

I thought of you because _____.

_____ (Your name) is incredibly gifted at helping people get _____ (result)! If you're interested in getting _____ (result) I'd be happy to introduce you _____ (over email or private message).

_____ (Your name) is quite booked up but offered to support you for free, because you know me! Let me know either way!

Warmly,

(Your Referral Partner)