MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

Your referral map

Lesson: Why referrals drive event businesses · about 15 minutes

Use your own records to find out how much of your business comes from referrals and where it starts.

Your business (name, service, main city):

1. List your last 20 bookings and the source of each. How many came from a referral, and from which of the five sources?

2. Calculate the value of one referred inquiry and one search inquiry: close rate multiplied by average booking value for each.

3. Write your referral sentence: what you do, for whom, and where, in one line a client could repeat.

4. Name the five people who have referred you most in the past two years. When did you last thank each of them?

5. **Which of the four reasons referrals stall applies most to you? Write one change you will make this month.**

Check: can you now

- Explain why trust transfer makes referrals the strongest lead source for event services
- Calculate the value of a referral using your own close rate and booking value
- Identify the five referral sources and the moment each one is most likely to recommend you

One change you will make this week