MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

Your referral partner shortlist

Lesson: Building a referral network with venues and vendors · about 15 minutes

Build a short list of the venues and vendors most likely to send you the right clients.

Your business (name, service, main city):

1. Draw the booking sequence for your ideal client. Mark where you sit and circle everyone booked before you.

2. List ten candidate partners by name. Score each from 0 to 10 using the five questions in the table.

3. For your top three, write one specific way you can give first in the next month.

4. Draft your introduction message to your top-scoring partner, leading with them rather than you.

5. **Set up your partner tracker. Which columns will you use, and when will you hold your quarterly review?**

Check: can you now

- Map the vendors and venues who meet your ideal client before you do
- Score and shortlist ten referral partners using a simple fit table
- Write an introduction message and a quarterly routine that keeps partners recommending you

One change you will make this week