MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

Your referral money audit

Lesson: Preferred vendor lists, referral fees and disclosure · about 15 minutes

List every arrangement where money or benefits move with a referral, and decide how you will disclose each one.

Your business (name, service, main city):

1. **List every vendor list, directory or partner you pay to appear on, or that pays you. Note the amount and terms of each.**

2. **For one paid listing, calculate break-even bookings: annual fee divided by your gross margin per event.**

3. **List your reciprocal referral relationships. Do your clients know about them?**

4. **Write your own "how we recommend vendors" disclosure in two or three plain sentences.**

5. **Decide your policy: do you accept referral fees, pay them, both or neither? Write the one-line version you would say to a client.**

Check: can you now

- Distinguish exclusive, preferred and recommended vendor lists and the money that can sit behind each
- Calculate whether a referral fee or listing fee is worth paying from your margin
- Write a plain-language disclosure for any paid or reciprocal referral arrangement

One change you will make this week