MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

My partner and review plan

Lesson: Module 11 workshop: a partner and review plan · about 20 minutes

Complete your one-page plan for the next twelve months.

Your business (name, service, main city):

1. Summarize last year's bookings by source: inquiries, bookings and revenue for referrals, search, social, shows and media.

2. Write your three targets (referred bookings, active partners, reviews) and the arithmetic behind each.

3. List your ten partners with their score, give-first action and next contact date.

4. List every money arrangement and the disclosure line the client will see.

5. Write your review and testimonial routine as dated tasks after each event.

6. Fill in your month-by-month calendar of shows, open houses, networking and media pitches, and name the owner of each task.

Check: can you now

- Set referral and review targets from your own booking data
- Build a twelve-month calendar of partner, review, show and media activity
- Check every referral, review and endorsement practice against Canadian rules and platform policies

One change you will make this week