



MODULE 5

ACTIVITY: Building Your Referral Blurb

One of the best and fastest ways to generate referrals, introductions, and meaningful marketing conversations is to arm your champions, allies, and fans with what I call your “Referral Blurb” – a simple pre-written email that your referral partners can simply copy-paste and send along to others on your behalf.

This is a VERY powerful strategy and a number of my clients are using this as one of only two or three strategies to build their business, make new connections, and win more clients.

Here is the template to help you build yours:

Dear XXX,

I want to introduce you to my friend and colleague [**NAME** = David Newman]. As a professional speaker and seminar leader, David speaks to groups of [**TARGET MARKET** = small and solo business owners] who want to [**DESIRED BENEFIT OR OUTCOME** = do a better job of marketing and grow their business.]

After meeting with David by phone, you may discover that his [**TOPIC** = marketing] programs make sense for [**ASSOCIATION OR CORPORATE CLIENT**] (and could really benefit your bottom line). I suggested that you would be a great person for him to meet and feel completely comfortable asking if you would be open to a phone conversation to explore possibilities.

Based on what I know about David and his track record of [**OUTCOME/BENEFIT TO AUDIENCE** = helping small business owners succeed] - your time will be well spent. Thanks in advance for giving this your thoughtful consideration.

[**CONTACT DETAILS OF BOTH PARTIES**]

I'll let the two of you connect and take the conversation from here.

ASSIGNMENT: Customize the above email and then ask 4 or 5 of your champions, allies, referral sources, centers of influence, speaker buddies, or professional friends if they would be generous enough to pass it along to folks in their network who may be a good connection for you.