

# BUSINESS BY REFERRAL BLUEPRINT



## **PROVEN 6 STEP FORMULA**

For Building A Network That Works  
and getting GREAT clients by referral!

**CREATED BY MASTER CONNECTORS**

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## STEP 1

### DEFINE YOUR TRIBE

*Eliminate Fear of Missing Out*

Most people will take "anyone who fogs a mirror" as their acceptable client. On rare occasion this approach might generate a sale or two but more typically marketing to everyone as a prospect, gets you no one as a client. And when you ARE successful, it often comes with headaches, misunderstandings and bad fits.

### HOW TO DO THAT

*Decide what you do and do not want*

1. Set Meaningful Goals
2. Know Your Values
3. Clarity: Why Do You Do What You Do?
4. Define your Avatar: Who specifically do you WANT to serve?

## STEP 2

## TRUSTED AUTHORITY

### BECOME A TRUSTED AUTHORITY

*Speak to their SYMPTOMS, not your expertise*

If you want to attract your ideal client, they have to know that you "get" them! What you define as the problem is not how they describe their pain and the details of how you fix it is beyond their interest at the outset. You become a TRUSTED AUTHORITY when you understand the pain and then offer the solution THEY seek!

### HOW TO DO THAT

*Use THEIR WORDS when you market and YOUR WORDS when you sell.*

EMPATHY first, then EDUCATION.

MARKETING: If you have a headache, I can help!

SELLING: The cause of your headache is nerve interference due to subluxations. This is what that looks like... Here's how we can fix that...

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## STEP 3

### DESIGN YOUR REFERRAL TEAM

#### *Ditch the Super Hero Syndrome*

Going to every networking event and talking to everyone as if they're going to know people to send to you is a lot of work. Worse, it is an unproductive and way under-leveraged approach to finding clients. Not everyone you meet has the time, motivation and the resources to help you build your business.

### HOW TO DO THAT

#### *Create Your Team By Design*

- Identify what professions regularly do business with your avatar
- Figure out who you know in those professions
- Audition them to get on your team. Are they in alignment with your values, mission, and vision? Do they know the kind of people you need to know? Do they show up for you?

## STEP 4

### *Create Your TOOLS*

### DEVELOP REFERRAL TOOLS

#### *Asking for referrals isn't enough...*

We're guessing that going to networking events, telling people over and over again what you do and then asking for referrals probably isn't getting you anywhere. People may know what you do, but odds are high that they can't articulate it clearly to someone who may need you. Besides... do you REALLY want people "winging it" when it comes to talking about your business?

### HOW TO DO THAT

#### *Make introducing you a "no brainer!"*

You give your sales reps sales tools -- right? Your referral sources need them too! Write the emails you want them to forward, create scripts for what you want them to say. Prove one-sheets, case studies and testimonials. You need to make it EFFORTLESS for them to help you!



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## STEP 5

### *TRAIN your team*



#### TRAINING

*Saying it's Once and Done isn't enough*

Too often people think, "Oh, I told you I was a \_\_\_\_\_ that sells \_\_\_\_\_", and "that should be enough for you to refer people to me, right?" How many leads that lead absolutely nowhere do you get? If you want quality leads, referrals and closed deals, you need to train your team to find them!



#### HOW TO DO THAT

*Train Your Referral Team*

Teach them how to spot your avatar in a crowd. Teach them what to ask to confirm that they are talking to a PROSPECT. Then teach them how to sell YOU (not your services and your stuff). Your team can get your ideal clients in front of you BEFORE they are actively looking for an expert, so when they NEED you, you will be uniquely positioned to solve their problem.

## STEP 6

### *TRACK your activity*



#### TRACKING

*Trying Anything and Everything Doesn't work either*

Most people are doing the wrong activities with the wrong people at the wrong time. By effectively tracking your social capital deposits you can determine who is working for you and who is not and invest your time and resources wisely



#### HOW TO DO THAT

*Curate, Cultivate, Connect, Collaborate*

Onboard the sources that have the time, resources and motivation to help you. Track your deposits to them and the ROSC (Return on Social Capital). People are what they repeatedly do. Know your network and invest in the producers.