**Referrals & Retention**

Your Company & Logo Here

**Referral Program**

# Let's Build Our Referral Tribe Together through **Impact & Legacy!**

*Note: Use messaging that promotes tribe and community here. You really want to flip the paradigm from referrals being about you and your business to being about them and their opportunity to impact their friends, family and peers and at the same time contribute to growing this tribe.*

*Note: Include a philanthropic element if possible*

# **Make an Impact**

For every introduction you make, whether they sign-up or not, we will donate $100 to the National Pediatric Cancer Foundation, who has received a perfect 4-star rating for financial health and transparency for the 12th consecutive year. The NPCF is the top-rated childhood cancer-related nonprofit for this distinction and donates the highest percentage per dollar of any other charity.

We also donate 5% of every dollar made from clients who have been referred by you and we will provide you with an annual register of how much was donated and the impact it makes on these beautiful children's lives!!!

Click the link below to learn how you are supporting them with every introduction you make.

### **👉**[**Click Here To Learn More About The Foundation**](https://nationalpcf.org/)**👈**

**Leave a Legacy**

A simple introduction can create a ripple effect that is difficult to quantify. Not only can it lead someone to training and support that can change their business forever, but it can increase their confidence in their ability to impact their clients and their families.

Nothing can deepen a relationship more than a recommendation to something that can impact them at such a high level. They will be grateful that you care enough about them and their success!

Besides the direct impact you are having on your friends and peers, they too will likely refer other people, thus creating the ripple effect and legacy that started with you.

 **HOW**

*Note: Feel free to use my 3 Step Intro here. I you should write your own script for your clients to use and say what you want your prospects to hear about you. You can also take out step 3 or replace it with something else. Rather than sending them to your FB group after making the intro, perhaps you want them to send them a freebie that you’ve linked below or to a social proof page or YouTube video, ettc.*

### Step 1 - Get their permission

Just let your friends and peers know about us, what we do and ask if they'd be interested in learning how to get more referrals in their business through an introduction.

### Step 2 - Copy & Paste (or make it your own)

*Hey* ***[NAME]*** *& Chad!*

***[NAME]****, meet Chad! He is currently helping me transform my business by creating an amazing referral system! I’ve never seen anything like it!*

*Chad, this is my good friend* ***[NAME]*** *who I was telling you was just as driven and action oriented as me. She’s currently a* ***[insert coaching industry]*** *and is crushing it!*

*I know she’d love to get to the next referral level inside her business too and I’m sure you will give her the same VIP treatment I received!*

*I’ll let you guys take it from here. Let me know if you need anything from me!*

### Step 3 - Invite them into the Referrals and Retention front end Facebook Group

You can do this before or after making the intro. Just use the link below:

[**www.facebook.com/groups/referralsandretention/**](http://www.facebook.com/groups/referralsandretention/)

**Once you make the intro, we'll take it from there, & we'll treat them as family. No pressure, no hard selling, no excessive follow-up.**

# **WHY**

*Note: This is your opportunity to help your clients understand the impact they can have on the lives of the people around them through a simple introduction. It also continues building the narrative of that paradigm shift. This is also a great opportunity to address some of the most common concerns before they even come up. Worrying about whether the person can afford you is a common one as is getting asked the price and not knowing what to say or giving it away too soon. Walk them through how to handle them here.*

Referrals aren't competition and without you, your peers may never learn these simple referral secrets and strategies or truly create lasting security, sustainability, and perpetual growth through this consistent income channel.

* **Don't worry whether they have money for the program...let's get it on their radar now.**
* **Don't worry whether timing is perfect or not...let's get it on their radar now.**
* **Don't worry whether they'll be mad at you for asking (hint: they'll trust and respect you more for caring enough about them to ask)**
* **If they ask the price, let them know I offer different packages and have a process to calculate the ROI with them when they schedule a call**

These intro's give you the opportunity to be a leader in your industry and grow your influence and impact within your tribe and ours.

Want to know something crazy?

Changing someone's business and life for the better can be as easy as a simple introduction.

# **WHAT**

*Note: You’ll want to tease the benefits for both parties here. I wouldn’t give away the farm and list every gift or incentive. You’ll want to keep them guessing to incorporate a level of gamification. You also don’t have to say how much anything is. You can just say “they get a great discount off the program and a special bonus gift” or something like that. Be as transparent as you feel comfortable.*

We have decided to put most of our advertising dollars into our referral program because we want to grow this referral tribe together with you. Rather than spending money on cold advertising, we'd rather reinvest it into you and your friends and peers that you introduce to us.

**Benefits for the people you introduce to us:**

They get your friends and family hookup with a huge discount off the price of the Referral Builder Program + a special bonus gift

**Benefits for you:**

Special curated gifts from our VIP gifting package or a partner cash return (equal value). We'll contact you whenever someone you've introduced signs up with our leadership reward as well. Real intro example below:

*Note: If you have an example of a great introduction that one of your clients has made, you’ll want to screen shot it and put it hear so your clients can visualize what it looks like and mimic it. If you don’t have one yet, you will shortly.*

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