



Referral Thinking

We've already identified who your top referral sources are and what your network is worth today. So, do you want more? More referrals that is! This exercise is to help you identify how you feel about asking for referrals and to help you use the correct language to ask without being seen as “demanding”. Have you developed a referral thinking mentality?

Do you actually ask for referrals?

How do you feel about asking for referrals? Are you comfortable or not?

If not, what are your reservations?

Is your request clearly stated so the recipient understands just what you are looking for? What are the words you use?

Suggested Phrases to Use

I am looking for...

My ideal client is...

I would like your assistance with...

Who do you know that...

Not the Best Phrases to Use

I need you to give me...

Any business...

I don't want to bother you, however...

Do you think you could help me...

It's not necessarily who you know, but who knows you!