

Referral Request Kit

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Ask happy clients for referrals at the moment they praise your work - not weeks later.

Script 1 - Right after a compliment (email / message)

"Thank you so much - I really enjoyed this project. If you know one other business owner who needs [service], would you mind introducing us? I will look after them exactly as I looked after you. A short intro message is all it takes."

Script 2 - At project close

"The project is wrapped up and all files are delivered. If anyone in your network is struggling with [problem you solved], I would love an introduction. As a thank you, I offer every referred client a free 15-minute consultation."

Script 3 - Short WhatsApp version

"Hi [Name], glad the [deliverable] is working well! Quick favour - do you know anyone who needs [service]? Happy to help them the same way. Thanks!"

Script 4 - When a client says they will recommend you

"That means a lot. To make it easy, here is a one-line message you can forward: '[Your name] helped us with [result]. Reliable, fast, and easy to work with - highly recommended.'"

Referral card (copy, print or send as an image)

Referral tracker

Your name	[Your name]
Service	[Service]
Best result for clients	[e.g. Websites that bring enquiries]
Contact	[Email / WhatsApp]
Intro offer for referrals	[e.g. Free 15-minute consultation]

Referred by	Referred person	Date	Outcome