



"MY 50" REFERRAL TEAM

Create Your Team of People to Refer Potential Clients!



INSTRUCTIONS: Your goal is to have coffee (or similar) with 50 people and create your referral team. You may even make new friends or gain a business support team.

- **STEP 1:** Review the roles in the list below and add/change them to suit you - for example if there are more relevant or specific roles for your particular business niche! Remember that your referrer 1) must come into contact with your ideal client, 2) Have some kind of relationship with them and 3) the clients of your referrer must have the resources to pay for your services - if your referrer's clients are cash-strapped they're less likely to want to pay for another service.
- **STEP 2:** Complete the names and details of people you already know, then plan to network / meet people to fill the other roles.
- **STEP 3:** Now go and have coffee! Learn your referrer's ideal client and write it in the table below. Then share your contact details, and what your ideal client looks like.

TIPS: 1) Give your referrer a taster of your service, or even swap "experiences"! 2) Hand out these forms and encourage your referrers to create their own referral teams!

When do you aim to complete your "My 50" Referral Team by? _____ (it's good to make this SMART - and have a goal date to aim towards)

Role/Business	Referrer Name	Referrer's Ideal Client	Referrer's Phone	Referrer Email	Coffee?
1. <i>Accountant</i>					
2. <i>Acupuncturist</i>					
3. <i>Book-keeper</i>					
4. <i>Bookstore owner</i>					
5. <i>Career Consultant</i>					
6. <i>Caterer</i>					
7. <i>Childcare</i>					
8. <i>Chiropractor</i>					



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9. <i>Cleaner</i>					
10. <i>Cosmetic Dentist</i>					
11. <i>Counsellor</i>					
12. <i>Dentist</i>					
13. <i>Dermatologist</i>					
14. <i>Doctor</i>					
15. <i>Dog walker/Pet sitter</i>					
16. <i>Life Coach</i>					
17. <i>Esthetician</i>					
18. <i>Event/Wedding Planner</i>					
19. <i>Financial Planner</i>					



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Role/Business	Referrer Name	Referrer's Ideal Client	Referrer's Phone	Referrer Email	Coffee?
20. <i>Florist</i>					
21. <i>Friend/Champion!</i>					
22. <i>Graphic Designer</i>					
23. <i>Hairdresser</i>					
24. <i>Headhunter</i>					
25. <i>Image Consultant</i>					
26. <i>Interior Designer</i>					
27. <i>Investment Advisor</i>					
28. <i>Jewelry Designer</i>					
29. <i>Journalist</i>					
30. <i>Lawyer/ Solicitor</i>					



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Role/Business	Referrer Name	Referrer's Ideal Client	Referrer's Phone	Referrer Email	Coffee?
31. <i>Make-up Artist</i>					
32. <i>Massage Therapist</i>					
33. <i>Nurse</i>					
34. <i>Nutritionist</i>					
35. <i>Personal Shopper</i>					
36. <i>Personal Trainer</i>					
37. <i>Photographer</i>					
38. <i>Physiotherapist</i>					
39. <i>Professional Organizer</i>					
40. <i>Property Manager</i>					
41. <i>Psychic Reader</i>					



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Role/Business	Referrer Name	Referrer's Ideal Client	Referrer's Phone	Referrer Email	Coffee?
42. <i>Realtor</i>					
43. <i>Recruiter</i>					
44. <i>Reiki Practitioner</i>					
45. <i>Spa Owner</i>					
46. <i>Tailor/Seamstress</i>					
47. <i>Teacher</i>					
48. <i>Therapist - other</i>					
49. <i>Vet</i>					
50. <i>Virtual Assistant</i>					

Make notes about your ideal client here: