

You Need Clients

How to Get an Abundance
of Client Referrals that Keep
Your Calendar Full

CHECKLIST



Checklist

I AM LIVING A LIFE THAT MAKES PEOPLE WANT TO SPEND TIME WITH ME

- I strive to be happy and smile more
- I openly show love and affection to my friends and colleagues
- I share my personal life with others openly
- I maintain a positive attitude in all things
- I give my knowledge generously
- I try to be kind and considerate always

I ASK FOR REFERRALS

- I have practiced my “script” so that it’s authentic and natural
- I choose wisely when asking for a referral
- I am not afraid to turn down a client who is not a good fit
- I follow up with those I have asked for referrals from
- I make it easy for others to refer me
- I remind myself to be animated and smile when speaking to clients

I HAVE ELIMINATED OFF-PUTTING ITEMS IN MY MARKETING SUCH AS:

- Notes on my invoices
- Impersonal “P.S.”s in my email autoresponder
- Lackluster, space-filling lines on business cards and other materials

I REMEMBER TO FOLLOW UP REGULARLY WITH POTENTIAL CLIENTS AND OTHERS

I HAVE CREATED A SYSTEM OF REMINDERS TO HELP ME BE MORE EFFICIENT

I HAVE CREATED A REFERRAL PROGRAM TO ENCOURAGE OTHERS TO RECOMMEND ME

I AM GENUINELY THANKFUL TO THOSE WHO RECOMMEND MY COACHING PROGRAMS

I call or mail a thank you note

I keep an eye out for small gifts I know they will love

I refer others to them as well

I'VE JOINED THE REFERRAL MACHINE

I keep a mental database of people I know and their areas of expertise

I make it a point to connect with others who may be great partners or colleagues

I've joined a local Meetup group and am making a point to get to know people in my area

I'm attending industry conferences with definite goals

I make connections with no thought of "what will this do for me," but rather just to be helpful. I know this will return to me in the form of more and better referrals.