



Who Do You Know, Like and Trust?

Building Your Network Through Referrals

Make sure your chapter's Top Ten List is up-to-date. During your meeting have all members make a list of 10 people they know, like and trust. These people may or may not be in business; they may be your mother, sister-in-law, best friend, neighbor or even coworker. All members will call these 10 people and ask them whom they would recommend as a hairdresser, chiropractor, landscaper, etc. (using your top 10 or 20 list of professions wanted). From this exercise, each member will generate a list of as many as 100+ names of people to invite.

Call the referrals who your 10 contacts recommended and say, "Hi this is ____ (*your name*) ____ and my ____ (*mom, sister, friend, etc*), ____ (*referrer's name*) ____, recommended you as a great ____ (*profession*) ____! Are you looking to grow your business? Do you rely on referrals to grow your business? Great, would you be interested in meeting group of business professionals who would be interested in passing you business over time?" Then, give the details of the meeting date, time, and location.

Top Ten People You Know, Like & Trust

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Top Ten Most Wanted Professions

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

Use this format below for each Top Ten People You Know, Like & Trust. Write down their 10 referral names, profession, phone number, email address, and when/how you contacted them.

Name of Person You Know, Like & Trust: _____

	Name of Top Ten Professional	Profession	Phone	Email	Contacted?
A.	_____	_____	_____	_____	_____
B.	_____	_____	_____	_____	_____
C.	_____	_____	_____	_____	_____
D.	_____	_____	_____	_____	_____
E.	_____	_____	_____	_____	_____
F.	_____	_____	_____	_____	_____
G.	_____	_____	_____	_____	_____
H.	_____	_____	_____	_____	_____
I.	_____	_____	_____	_____	_____
J.	_____	_____	_____	_____	_____

To help ensure that your guests will show up, send a reminder email to your chapter members with a CC to the guest:

"I have invited ____ (*name of guest*) ____ to attend on Wednesday. He/She is a ____ (*profession*) ____ and will fit very well with our current members who are in the ____ (*list Contact Sphere professions*) ____ . I'll see you all on Wednesday at 7:00 am to welcome ____ (*name of guest*) ____."

By using this method you will easily make their invite stand out and most probably ensure the guest's attendance.