

# Remarkable Referrals

*A Done-For-You System for  
Connecting With More of the Right  
People*

# About Remarkable Referrals

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Hey - my name is Breanne, and I'm the founder of MNIB Consulting. We created **Remarkable Referrals** to help you connect with more of the *right people for your business*.

The system and email templates you'll find inside are the exact same ones as we developed for use in my business, to help make the follow-up and client "off-boarding" process easier.



You may notice that in the templates themselves, we never actually use the word "refer" – that's because, in my experience, it's a lot easier (and more effective!) to ask for *introductions* instead of *referrals*. It takes the pressure off of the person you're asking, and allows your unique magic to shine as you make the new connection.

I hope you love it!

A handwritten signature in black ink that reads "Breanne".

**Breanne Dyck**

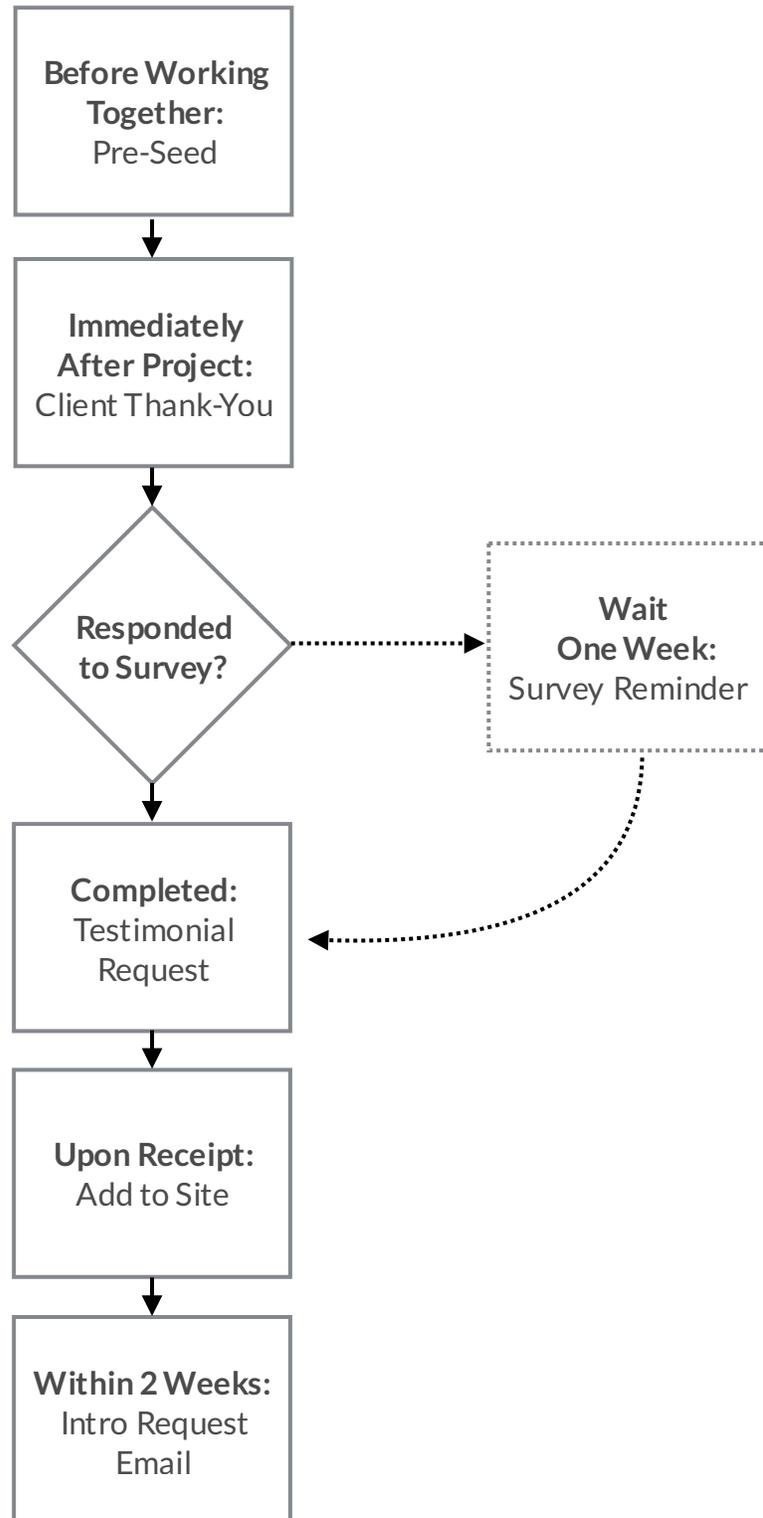
**[mnibconsulting.com](http://mnibconsulting.com)**

# The System

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## Flowchart Overview

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# The System: In Detail

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## PRE-SEED

Getting great referrals and introductions begins long before the ultimate ask. You also need to do great work, and create a remarkable customer experience through and through: a process that begins before the project even starts.

Plus, you don't want your clients to be surprised by your request. So, give them a long-lead time: before you've even started working together, tell them that if you do a great job, you'll be asking for introductions. Set the expectation as part of "how you do business", and you'll see your uptake rate skyrocket.

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## CLIENT THANK YOU

Once you've *done* great work, you need to make sure that your off-boarding experience is just as good. In my business, that means doing three things:

First, thank the client. Seriously. They put a lot of trust, time and investment into working with you. Show some appreciation.

Next, invite the client to share their experience — both so you can improve your service offerings, but also so you can brag on them! I have a post-working-with-me survey that I ask my clients to complete, so that I can add them to my showcase.

Finally, I invite them to buy a special "clients-only" offer. This is the perfect time to make this ask, because they'll just have finished reflecting on the results we got from working together in the survey.

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## SURVEY REMINDER

The next step is dead simple: send a reminder to anyone who doesn't complete the survey within a week. People get busy. A gentle reminder is never the wrong move.

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## TESTIMONIAL REQUEST

The next step in the process is to ask for a testimonial. What I do is use the survey responses, pull out a few really great sentences, and string them together into a custom quote. Then, I send it to the client, with a request for approval. That way, all they have to do is say “yes”!

But why ask for a testimonial, if your ultimate goal is a referral or introduction?

There’s a few reasons. The first is to continue the “good vibrations” – remind your client *why* they should introduce you, and what sorts of results you got for them. The second is to get them saying “yes” to a relatively small request before you go for the gusto. Psychology research tells us that if you can get someone to say yes to a small request *first*, they’ll be more likely to say yes to the bigger result after.

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## ADD TO SITE, AND MAKE THE ASK

With a signed-off testimonial in your hand, you’re now ready to close the loop and ask for the referral – except, you’re not going to ask for a *referral*, but for an *introduction* instead. It creates less pressure for your recipient, and in my experience, more effective, too.

But once again, we don’t want to make the ask all about us. Instead, we’re going to invoke the principle of reciprocity: we’re going to give our clients something they want (a feature on our website), and then ask them to do us a favour in return. If you did a pre-seed, then harken back to that in your request, and then ...just ask!

To really go above and beyond, make this as easy for your clients as possible: write up a sample introduction that they only need tweak and send. Easy for them, effective for you!

# Email Templates

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Below, you can find templates for the following emails.

1. Pre-Seed the Idea
2. Thank You (With Secret Page)
3. Thank You (Without Secret Page)
4. Survey Reminder
5. Testimonial Request
6. Introduction Request (With Secret Page)
7. Introduction Request (Without Secret Page)

You can use these verbatim, but **I strongly recommend that you tweak them.** At the very least, rewrite them so that they are in *your voice*, not mine!

## Template: Pre-Seed The Idea

**To:** Your-Client@example.com

**Subject:** Ready to start? Here's your project details

Hi **[ CLIENT NAME ]**,

**[ BLAH BLAH BLAH, YOUR STANDARD ONBOARDING INFO HERE ]**

Finally, I'm so glad that we have this opportunity to work together. Connecting with amazing people like yourself is why I do this work. In fact, it's so important to me that when we're done this project (assuming it's been a great experience for both of us), I'll ask you for an introduction for 2-3 people that you think I should know.

Thank you, and I can't wait to get started!

**[ YOUR NAME ]**

**SEND!**

Template: Thank You (With Secret Page)

To: Your-Client@example.com

Subject: A big thank you! (and a request)

Hi [ CLIENT NAME ],

I wanted to thank you, again, for the chance to collaborate with you on [ PROJECT ].

But just an email isn't enough; that's why I created this secret, client-only "thank you" page on my website, just to say it:

[ LINK ]

On that page, you'll also find an invitation to complete a brief survey, which I use to continue to improve my levels of service and refine my offerings. Also, if you'd like to look at some ways of continuing to work together, there are details of a special package that I only make available to people I've worked with before.

Thanks again (so much!) for working with me. Please remember to fill me in as things develop for you; I can't wait to hear how things evolve!

[ YOUR NAME ]

**SEND!**

Template: Thank You (No Secret Page)

To: Your-Client@example.com

Subject: A big thank you! (and a request)

Hi [ CLIENT NAME ],

I wanted to take a few minutes to express my deep gratitude for the opportunity to work with you on [ PROJECT ]. It was an honor for me to be alongside you as you went on this journey, and I can't wait to see how it continues to evolve and impact you, your business and - of course - your customers.

As part of my 'closing the loop' on this project, I would like SHARE THREE THINGS WITH YOU:

**1. Please take a few minutes to complete this brief survey.** I really value your feedback, as I work to continue to improve my levels of service and refine my offerings. Plus, I use this information to populate my client showcase! Here's the link:

--> [ LINK ]

**2. If you aren't already,** I'd like to invite you to join my email list. I email [ FREQUENCY ], and it's a great way to get continued insights and value from me. [ SIGN UP HERE | LINK ].

**3. Would you like to keep working together?** I've got a special package only available to past clients. Let me know if you'd like the details.

Thanks again (so much!) for working with me. Please remember to fill me in as things develop for you.

[ YOUR NAME ]

**SEND!**

## Template: Survey Reminder

To: Your-Client@example.com

Subject: Re: A big thank you! (and a request)

Hi [ CLIENT NAME ],

I didn't want this to get lost in your inbox, so thought I would just send you a gentle nudge. I'd really appreciate it if you would complete this short survey about your experience working with me:

--> [ LINK ]

I use this survey both to populate my client showcase (so I get to show you off!), and also to improve my service and offerings.

Thanks for taking the time,

[ YOUR NAME ]

**SEND!**

## Template: Testimonial Request

To: Your-Client@example.com

Subject: I'd love to quote you ...

Hi [ CLIENT NAME ],

Thanks for taking the time to fill in the "post working with me" survey. I really appreciate it! [ ADD 1-2 SENTENCES OF PERSONAL CONNECTION ]

I was hoping I might be able to quote you for a testimonial; perhaps something like this (compiled from your survey feedback)?

[ QUOTE ]

Feel free to edit / tweak as you see fit, or you if you'd like you can send something completely different. Just let me know.

I'm so excited for you; those are some great results, and I know it's just the beginning. Thanks!

[ YOUR NAME ]

**SEND!**

Template: Introduction Request (With Special Page)

To: Your-Client@example.com

Subject: Your feature is up!

Hi [ CLIENT NAME ],

Thanks for the testimonial! I love showing off the amazing work my clients are doing, and so I've added it as a feature to my client showcase. The link is here: [ LINK ]

Feel free to share that far and wide, if you like!

Speaking of sharing, as I mentioned to you when we started working together, I love connecting with remarkable people and I believe the best people know the best people. So, I'd like to ask: do you know anyone that I should connect with?

If so, I'd love an introduction. To help make that process even easier, I've set up a special page on my site with some ideas for what you can say, the sort of connections I'm looking for, and so on.

Again, that link is here:

[ LINK ]

I am honored by your trust, both in working with me, and in introducing me to your friends and colleagues. Thank you!

[ YOUR NAME ]

**SEND!**

## Template: Introduction Request (With Sample)

To: Your-Client@example.com

Subject: Your feature is up!

Hi [ CLIENT NAME ],

Thanks for the testimonial! I love showing off the amazing work my clients are doing, and so I've added it as a feature to my client showcase. The link is here: [ LINK ]

Feel free to share that far and wide, if you like!

Speaking of sharing, as I mentioned to you when we started working together, I love connecting with remarkable people and I believe the best people know the best people. So, I'd like to ask: do you know anyone that I should connect with?

If so, I'd love an introduction. To make that easier, I've prepared a forwardable email for you. It should be ready to send, but please feel free to edit as needed!

Thanks,

[ YOUR NAME ]

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[ CLIENT NAME ] please meet [ CONTACT NAME ], who is [ JOB TITLE / ROLE / ETC ].

[ CONTACT NAME ], [ CLIENT NAME ] is a colleague of mine who [ BRIEF 1-2 SENTENCE BIO ]. I know you are always on the lookout for a great [ WHAT THEY WANT ], and I think [ CLIENT NAME ] would be a great choice.

[ CLIENT NAME ], can you take it from here?

Thanks,

[ YOUR NAME ]

**SEND!**

# Suggested Survey Questions

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The purpose of the post-working-with-me survey is three-fold:

1. You want to give people a chance to express any concerns, so that you can mitigate them *before* you ask for a referral or introduction.
2. You want to give clients a chance to reflect on the great results that they *did* receive from working with you.
3. You want to get quotes that you can turn into a request for testimonial.

The following questions all work together, to accomplish these three aims.

**What is your name?**

**What was the #1 concern, objection or challenge that you had before making the decision to work with us?**

**What did you discover was actually the case?**

**What is the #1 result you saw as a result of this service? Be as specific as possible, giving actual or estimated metrics if appropriate.**

**What are three other benefits you received?**

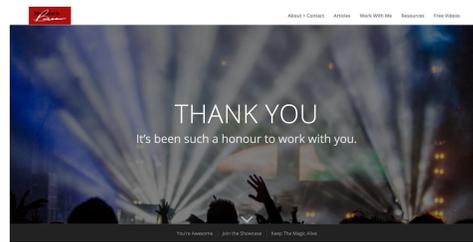
**Is there anything you would have changed about your experience, or improvements you can recommend?**

**If you would like us to add your work to our Client Showcase, please provide: the final name of the program, presentation, product, etc. as you would like it to appear in the showcase, AND/ OR A link to the logo, icon or wordmark you would like us to use:**

# Secret Client-Only Pages

We don't always use pages like these, but you'd you feel inspired, here's are some annotated illustrations of what's we've included in these types of pages in the past.

## Client Thank You Page



Can I just take a second to tell you how awesome you are?

Okay, so that might sound cliché or like I'm trying to butter you up, but I really do mean it. It's a lot of days, working with amazing people like you reminds me of one of the things I love most about being a gamer.

(Bear with me...)

See, one of the most important things in any game is to define the victory condition. What does it take to 'win'?

But some of my favorite games don't have a single end point. Instead, you go back time and time again, constantly pitting yourself against newer, greater challenges.

Why?

Because it makes you look good.

Literally, you go from being just another player in random, boring clothes, to one who looks really sharp and cool. The gear you wear, the equipment you bear – it garners you respect and admiration, because it signifies your mastery, how awesome you are.

That's the kind of victory condition I love.

And it's also why I loved working with you, because in doing so, I get to:

**Help others see just how awesome you are.**

I hope that, through our collaboration, you've experienced some of that. I hope that you're feeling, more than ever, that you've leveled up how you're showing up in your market, in front of your audience, and to your business.

Yes, but in gaming, leveling up is a journey that never over. You'll break through limitations, reach new heights in your business, and there will be a new encounter, a new boss, a new challenge. You'll do it over, and over, and over again.

But in the mean time, just for a few minutes, I'd like to encourage you to stop, breathe, and celebrate.

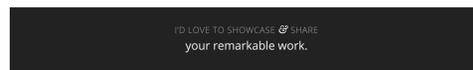
Here's to leveling up...



...and looking good doing it.



Thank You Letter



Join the Showcase

I love showcasing my clients and their work.

In fact, I have a dedicated area of my site just for that purpose. It looks something like the (lower placed) example over there...

Now, I'd like to add the work we did together to that showcase.

To help me do that, would you take a few minutes to share your experience by answering these 5 questions?

Complete the "Working With Breauna" Survey



Survey Request



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WANT MORE HELP??

I loooove working with the same clients, over and over and over again.

Why? Because the more we work together, the bigger the results I can help you achieve.

Why? Because the more we work together, the bigger the results I can help you achieve.

So, I'd like to offer you a special package. It's only available to people I've worked with in the past 3 months. Here's the details.

Six 20-minute Skipper jam sessions

Use any time in the next 6 months.

\$900 USD

Interested? Send me an email.

Secret Upsell Package

# Introduction “Kit”

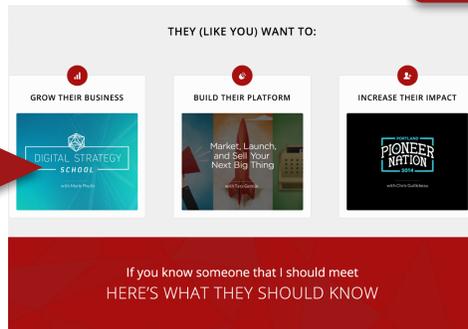


Who We Work With

I love connecting with speakers ...

...and I'd like to ask you to help me meet more of them. See, I firmly believe that the best people know the best people. The truth is, not everyone is a good fit to work with me, and not everyone is ready for what I have to share. That's why I prioritize relationships first: the people I connect with best are intelligent, results-oriented, successful micro-business owners who want to create lasting, deep relationships with others.

The Results Those People Really Want



If you know someone that I should meet  
HERE'S WHAT THEY SHOULD KNOW

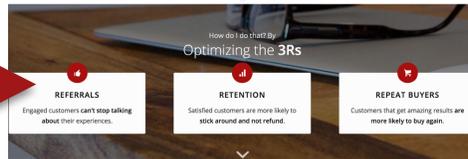
How To Talk About Who We Are & What We Do

Great work doesn't happen by accident. That's why every time you show up in the world, you pour your heart out. You shed blood, sweat and tears - sometimes literally - to make sure that everything you deliver is world-class. This relentless drive for excellence that has gotten you to where you are today. But it can also be your Achilles' heel. Sometimes, you bite off more than you can chew. Sometimes, you jump in only to find yourself underprepared and over-extended. Sometimes, you need a push to help get you over the top. And sometimes, you're afraid that this time your best just won't be good enough.



My name is Breanne, and I help micro-businesses grow their revenues and their impact by blending adult learning, customer experience and business strategy. Together, we create programs, products and businesses that customers can't stop talking about.

Memorable Talking Points



Spread the Word

Can you think of any friends or colleagues that you think would love to meet me?

Maybe:

- They're always on the hunt for a unique podcast interviewee
- They have a blog to which I could contribute an article
- You think they just have to work with me
- Or you just think we'd hit it off.

Whatever the reason, I'd love an introduction.

Just fill out the form to the right, and I'll send you a customized, pre-formatted email that you can adjust as you like, and then forward on.

“Done For You” Introduction Form

Email List Sign-Up



# Referral Secrets (AKA Some FAQs)

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## Q: WHEN IS THE RIGHT TIME TO ASK FOR THE REFERRAL?

Beyond just following the system as outlined earlier, the better way to think of this question is “when is the *wrong* time to ask for the referral” – and the answer is *never!*

Most people ask for referrals far too rarely. As a general rule, then, if you’re *thinking* about asking for a referral, then just ask for it!

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## Q: WHAT IF IT TAKES SOME TIME FOR THEM TO START REAPING THE REWARDS OF YOUR WORK?

One of the biggest problems that you can create for yourself is to under-communicate with clients – if you only view the value you’re bringing as being the ultimate reward or return, then that’s likely all they’ll see. They won’t as easily value the process or see how much work goes in behind the scenes, and thus, won’t be as willing to give you a referral.

Instead, the solution is to show value throughout, not just at the end of the process. Demonstrate how and why the things you are doing matters, and they’ll have a *reason* to refer you even if the project isn’t finished yet.

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## Q: WHAT IF MY WORK IS DIFFICULT TO REFER?

Some times, it can be awkward to ask for a referral. I see this a lot in my work; no one wants to say “Hey, your course really sucked, so you should work with Breanne to make it better!”

That’s why I’ve found it especially valuable to focus on asking for *introductions* rather than *referrals*. The conversation then can be, “I love that you’re growing your business by creating courses and workshops. Have you met Breanne? She’s a genius at course development; you’d probably hit it off...”

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## Q: HOW SPECIFIC SHOULD YOU GET WITH DESCRIBING THE IDEAL CLIENT THAT YOU'RE LOOKING TO GET REFERRALS FOR?

The balance here is that you want to help your client recognize your ideal “type” out in the wild. An easy (and effective) way of doing that is by focusing on the *problem* you solve for people, rather than getting really specific about who they are.

Consider the difference:

“I’d love to work with more influencers, authors and speakers like you who want to create remarkable learning experiences. If you know anyone, please send them my way.”

“I’d love to help more people craft remarkable learning experiences for their customers. They could be authors, speakers, other influencers, or, well, almost anything else!”

The first option *closes* possibilities and your client will naturally focus on that, rather than on the latter half which is actually the more important piece. When you flip it around, the focus is right where it should be: on the problems you solve. Then *you* can screen for fit.

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**Q: HOW CAN I MAKE IT AS EASY AS POSSIBLE FOR CLIENTS TO REFER OTHERS TO ME?**

Do it for them! Write the script of exactly what they should say and how they can talk about your work. Give them an email they can fill in and forward, just like in the example templates above. The less work they have to do, the better!

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**Q: HOW DO I ENSURE THAT I CONTINUE TO GET REFERRALS FROM PAST CLIENTS NOT JUST RIGHT AFTER A PROJECT HAS ENDED, BUT 6 MONTHS/ 1 YR/2 YRS/OR MORE AFTER OUR PROJECT HAS ENDED?”**

Keep in contact, and keep asking. It sounds simple, but really, what this question is really asking is how to stay top of mind. How you answer that question depends on your own style and personality. Maybe it's a special quarterly newsletter just for past clients. Maybe it's a Twitter list where you can connect with them. Maybe it's just a friendly "how are you?" email every few months. Whatever works for you.

Here's a twist on the question, though, which really reinforces how important it is to keep those lines of communication open: remember that *repeat buyers* is one of the biggest levers you can use to grow your business. What if you could get each of your clients to refer *themselves* to come back and work with you again?

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**Q: HOW DO I MAKE SURE THAT I'M PREVENTING NEGATIVE OR NON-CONSTRUCTIVE REFERRALS?**

This is one of the big reasons why, before I make the ask for a referral, I always ask if there was anything they might have changed about their experience. That gives me a chance to nip negative comments in the bud. It won't be perfect, but it goes a long way.

# This is *Just the Beginning*

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Asking for introductions is so much simpler when you have a process to follow... but you *do* have to follow the process. Research tells us that one of the most effective ways to do that is to do the *work up front, that makes it easier later on.*

With this kit, you have everything you need to do just that.

You have all the templates, systems, and resources at your fingertips.

What you do with it, though, is up to you.

So here's your challenge: implement ONE PIECE of this system right away. As in, *today* if you can. This week at the latest.

Then, send me an email and tell me what you did and what happened as a result.

Thanks again for checking out *Remarkable Referrals*. I can't wait to hear about your success!



**Breanne Dyck**

**[mnibconsulting.com](http://mnibconsulting.com)**