YOUR QUICK TOUR

Good referrals protect three relationships

A natural referral should respect the customer, the person being introduced and the business receiving the introduction.

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YOUR FINISH LINE

One clear customer result, one suitable referral moment, one easy sharing tool, one warm welcome and one useful learning loop.

01 / MEET YOUR GUIDE

Amina replaces pressure with permission

Fictional example: Amina, her bookkeeping studio and all customer details are invented.



THE AWKWARD REQUEST

Amina asks every new client for three names before the first month is finished. Clients hesitate because they have not yet seen enough value and do not want friends to feel targeted.

THE NATURAL INTRODUCTION

Amina waits until a client sees a clear result. She asks whether they know one owner facing a similar problem, offers a short message the client can choose to share and welcomes the new person without assuming a sale.

THE LESSON

A referral is borrowed trust. Earn it with good work, ask at the right moment and make it safe for everyone to say no.

02 / BUILD A REPEATABLE PATH

Follow the trust-to-introduction map

Referrals feel natural when each step protects choice and keeps expectations clear.

1 / DELIVER

Solve the promised problem and make the result visible to the customer.

2 / NOTICE

Recognise a real satisfaction signal, useful milestone or relevant conversation.

3 / ASK

Request an introduction calmly, with context and an easy way to decline.

4 / EQUIP

Provide a short, accurate message the customer may edit and share themselves.

5 / WELCOME + THANK

Treat the referred person as a new relationship and thank the customer without pressure.