



## Referral Partner Blueprint

To create a mutually prosperous relationship,  
both parties agree to

- Introduce each other to prospective referral partners
- Recommend each other to clients & colleagues
- Invite each other to participate in joint client consultations if appropriate
- Cross-Promote each other through:

01. Introductions

02. Client Referrals

03. Rating and Reviews

04. Special Offers

05. Gift Certificates

06. Consultations

07. Referral Cards

08. Websites

09. Social Posts

10. Newsletters

11. Team Brochures

12. Bundled Offers

13. Direct Mail

14. Client Events

15. Sponsorships

16. Workshops

17. Podcasts

18. Video Interviews

19. Webinars

20. Referral Mixers

21. Charity Champions Campaigns