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# REFERRAL PROGRAM

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A Quick Guide To Driving  
Your Ideal Clients In The Door



### Hey There!

First off, thank you for getting your copy of the **Empowering You Consulting Referral Program**.

My name is Amy Carter, and I am the Founder and CEO of Empowering You Consulting. I help salon and spa owners, managers, beauty technicians, and service providers just like you to maximize their potential and to make more money while doing what you love. And if you're not loving what you do, we're here to help with that, too.

Look, I know just how tough it is building a successful salon or spa. I went from being bankrupt and having a business partner steal everything from our salon business to owning one of the top salons in Indiana. I can tell you from personal experience that it's possible to stop being a slave to your business and to have it serve both you and



your clients in a way that is beautiful. One of the biggest obstacles to doing that is that we overlook easy ways to generate more money in our day.

That's exactly why we created this quick guide to driving your ideal clients in the door. Now you can create the same momentum in your business!

*Amy Carter*



### Power of Referrals

#### Master the Power of Referrals

One of the most effective ways to build your client base is through referrals. Yes, good old word of mouth. Ask any successful salon owner/service provider where most of their businesses come from, and the majority will tell you word of mouth. Getting referrals from your satisfied customers is one of the smartest ways to help build your client base and expand your marketing reach. How can you put the power of referrals to work for you? The formula is simple: The number-one way to get referrals is to simply ask for them!

**When is the best time to ask for a referral?** The answer is: when your customer is at the peak of their enthusiasm. When is that? It's when you exceed your customer expectations and they compliment you... "Oh, I love my hair!" This is your golden opportunity. Ask right then and there if they know anyone else who could benefit from your services. Another good time to ask for referrals is when your client pays for their services. Remember, the relationship you have with your customers is a unique one; they value you, trust you, and depend on you. Because of this unique relationship, they will automatically want to help you... Help you build your business, help you be successful! All you have to do is ASK!

**Incentivize Referrals** - Offer your valued customers something of value in return for a referral. This could range from a percent off service, a gift card, a complimentary product. Make sure you offer them something that is worth their while, after all, what's the price of a new customer to you?

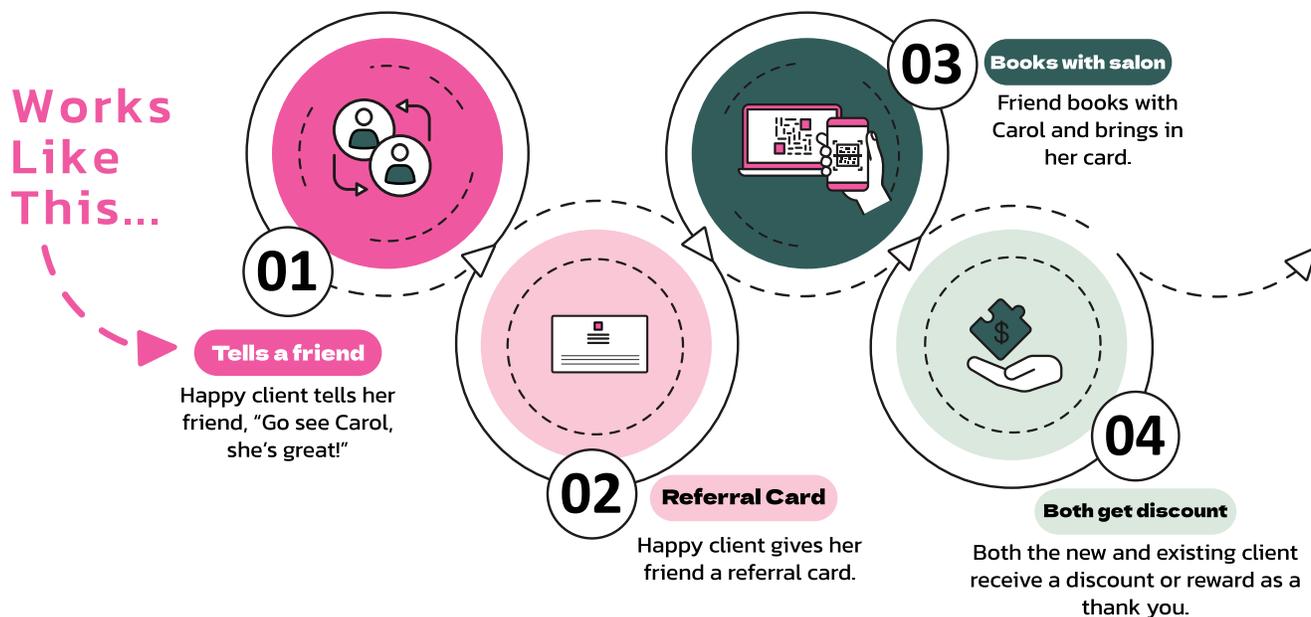
**Make it easy for your clients to refer you.** Your clients are busy, so don't make them do any extra work to refer people to you. Have your business cards or referral cards ready to pass out. Keep it simple! When you have satisfied clients, they'll help you build your business. Remember, all you have to do is ask!



## Referral Program Tips

### Referral Program Success

A successful referral program is no mystery. It provides current customers with a “thank you” reward for bringing in new clients, and it gives new clients a reward for the first visit. It’s up to you to keep them coming back!



- ✓ Rewards can be anything as long as they make sense for your budget, clientele and brand...
  - Discounts
  - Free services
  - Products or tools
- ✓ But you can take that referral reward to the next level and go beyond a discount or complimentary product. Consider a drawing for a BIG prize package – products, tools, a suite of complimentary services – for the most referrals or as a drawing (one entry per referral).
- ✓ Referral Programs can be specifically targeted to promote new services, products or even service providers. But they ALWAYS give you the opportunity to gain new, long-term clients and show existing clients that you appreciate their business.
- ✓ Don’t forget that referral programs also work inside your salon or spa with provider-to-provider referrals. Use these to build reliable books of business for new hires or to promote new services. Track these referrals for prizes like gift cards, product or tool suites, dinner out or even paid time off. These prizes will help motivate your team and keep things fun at work.



## Referral Cards

We love to have referral cards on hand. Below is an example of a referral card. It's simple, yet impactful. Design your referral card to match the branding of your business. You will want to have these at each station and treatment room. This helps to keep the referral program top of mind for all!

Your  
Logo  
Here

## \$10 gift card toward a service + 10% off products.\*

\*one coupon per person. First time guest only.  
No Cash Value. Service Must Exceed \$25

Your  
Logo  
Here

*(Phone Number)*  
*(Website)*

Valid with Service Provide:

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Referred by:

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## Referral Thank You Postcard

We recommend you send all of your clients who referred you a new client a nice lil postcard in the mail thanking them for the referral with a gift. Your existing guest brings in the postcard to redeem their gift. This gets your clients back in your doors and you can say thank you in person while providing another service!

# Thank you!

Your  
Logo  
Here

*(Street Address)  
(City, State, ZIP)  
(Phone Number)  
(Website)*



## Thank you!

We want to say thank you for your referral.  
It is wonderful to know that you have  
complete confidence in our abilities.

Bring this card  
in for \$10 off  
your next service!

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## Free Service for a Year

THE  
Salon  
win free\*  
services  
for 1 year

If you refer a least one friend, colleague or family member to (Your Salon/Spa) between (date) and (date), you will be entered to win "free" spa services for one year, \*up to a \$500 value. The more people you refer, the more chances you have to win!!

The prize includes spa facials, body treatments, spa manicures, and pedicures (change as needed for your salon/spa). Services must be redeemed by (one year after end date). Winner to be announced (date)! Good luck!

be sure to ask your service provider  
for referral cards and start referring!



## Digital Referral Card

your logo here

# REFERRAL CARD

Take a screenshot of this card and text or email it to any of your friends, family or coworkers.

*I love (your salon name here) and I know you will too!*

Let  
**JACKIE**  
know that I referred you  
and receive:

**\$25 off**  
YOUR FIRST-TIME  
SERVICE  
on services of \$40 or more  
expires 12-31-21

 @yourinstagramhandle  
@yoursalonhandle

810.483.8888 yourwebsite.com





## Referral Scripts

### Know Exactly What to Say...

Take time and think about what you want your referral script to sound like. Below are a few examples to choose from. Once you have your script down it's important that you train your team on it. We want everyone to feel comfortable asking for a referral.

### Flattery Referral Script – To Send Out

It is said that flattery is the highest form of a compliment. We at \_\_\_\_\_ feel your faithfulness and sharing our services with others is the foundation that allows us to continue grow and serve your beauty requests. Send us 3 special guests and allow us to flatter you with a \$50 gift card that you may use on any service. Thank you for being a part of our salon family.

### Flattery Referral Script – To Say

(Client Name) We love having you as our guest and would love to have more guests like you! Do you know anyone who could benefit from our services? We would like to write their name on our referral card along with yours. When they come in they receive \_\_\_\_\_ and you also receive \_\_\_\_\_!

\*Inform the guest about any loyalty program rewards that they will earn by sending in a referral

### Referral Script

"I'm looking to expand my business with other people like you,"

(*Technician*) "Mrs. Wilson, I am expanding my business and looking for more people just like you. Would you be willing to help me?"

(*Mrs. Wilson*) "What do I need to do?"

(*Technician*) "I am going to hand you three referral cards to pass out to your friends and family. When they come in for their first visit, they are going to receive a complimentary gift to welcome them. When three cards come back in, you are going to receive a larger gift as a sign of my appreciation for your business. How does that sound to you?"



**Referral Tracker**

**Team Supporting Team In-House Referral Program**

This is a great way to track your referrals weekly. We love this tracker because it lets us know who is getting the most referrals if we're having a contest and it shows us how effective our program is. Happy Tracking!

Referring Staff Member	Referred to (Staff Member)	New Client Name	Services Performed	Retail \$ Sold	Rebooked Y- N
<b>TOTALS</b>			<b>#</b>	<b>\$</b>	<b>#</b>



## Ready for the Next Level of *Success?*

If you're feeling challenged in any of the areas in this guide, sign up for a free 30-minute Strategy Session with one of our Empowering You Certified Consultants. We'll help you develop a plan of attack for the areas where your business needs growth the most.

**READY TO TAKE ACTION?**

**Click above to set up a strategy session with one of our coaches today!**

