



empowering you®

REFERRAL SYSTEM

***How to Add \$2,000–\$10,000 in
Revenue Without Spending \$1 on Ads***

***The Referral System Used In
Top-Performing Salons***

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. Here's the truth: The fastest way to grow isn't social media, discounting services, or buying more ads. It's activating the clients you already have.

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!

What Could Referrals Be Worth to You?

If just 20 clients refer 1 friend this year

Average ticket: \$150

= **\$3,000 in new revenue**

If those new guests rebook 4 times?

= **\$12,000+**

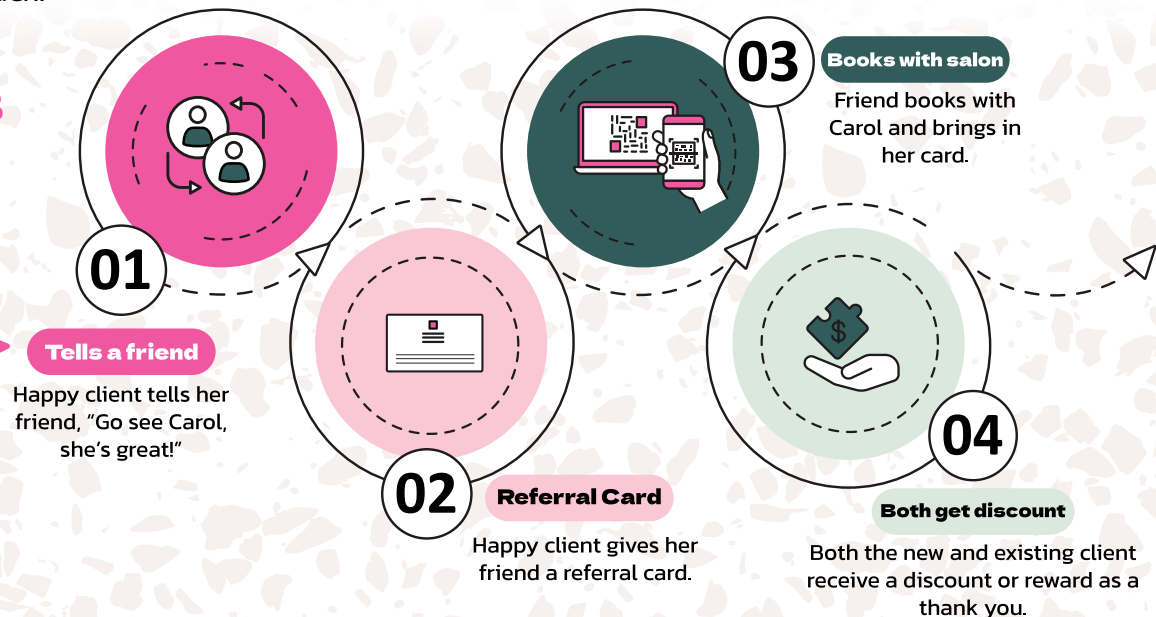


REFERRAL PROGRAM TIPS

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!

Works
Like
This...



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.



7 STEP REFERRAL ACTIVATION PLAN

- STEP 1:** Choose your referral reward
- STEP 2:** Print referral cards
- STEP 3:** Train your team using scripts
- STEP 4:** Announce it to every client (during appointments, email, social media)
- STEP 5:** Track your referrals
- STEP 6:** Send thank yous to clients who refer
- STEP 7:** Celebrate and share the win

*"People don't refer because they don't care.
They don't refer because you don't give them a reason to."*

READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

Schedule a complimentary 30-minute Strategy Session with one of our Empowering You Certified Consultants.

Together, we'll evaluate what's working, uncover areas where revenue may be slipping through the cracks, and outline practical strategies to help you grow your clientele, increase your income, and create a business that truly supports the life you want.

Book My Free Strategy Session



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!

THE SALON

\$10 GIFT CARD

towards a service + 10% off products*

*One coupon per person. First time guest only.
*No cash value. *Service must exceed \$25



SCAN QR CODE
to visit our site or go to
www.THESALON.com

Expires NOV 22 2026

THE SALON — (888) 123-4567

VALID WITH SERVICE PROVIDED:

REFERRED BY:

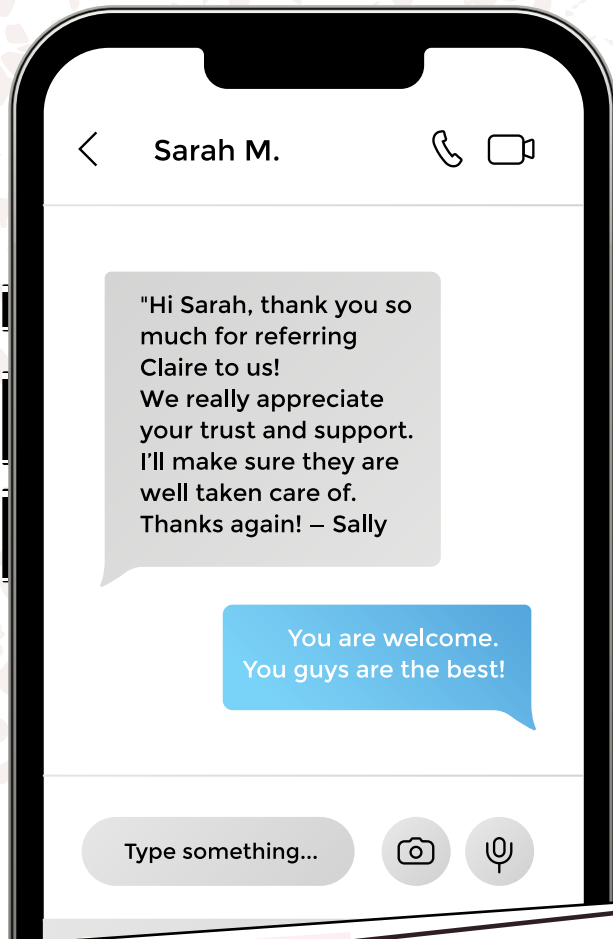


REFERRAL THANK YOU GIFT

We recommend you send all of your clients who referred you a new client a nice little gratitude note thanking them for the referral with a gift.

This can be a postcard in the mail, a text or email, or a personalized note from their stylist/technician.

This gets your clients back in your doors and you can say thank you in person while providing another service!



I APPRECIATE YOU

Hello Sarah,

I just wanted to send a quick note to say thank you for referring Emily to me. Personal recommendations like that mean so much, and I truly appreciate you thinking of me.

It was wonderful meeting her, and I am looking forward to helping her find a style that feels just right for her. Clients like you are the reason my business continues to grow, and I am very grateful for your support.

Thank you again for the referral.
I cannot tell you how much it means.

warmly,
Jessica

THE SALON — (888) 123-4567



THANK YOU



THE SALON



FREE SERVICE FOR A YEAR

You can use this campaign as an annual or biannual referral contest to create urgency.

One entry
per referral

Announce
winner publicly

Promote for
30–60 days

Optional badge:

Limited-Time
Promotion

THE SALON

WIN FREE* SERVICES FOR 1 YEAR!

Refer at least one friend, colleague,
or family member to THE SALON
between [date] and [date] and 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 may include spa facials, body treatments,
spa manicures, and pedicures [adjust as needed for your salon/spa].

Services must be redeemed within one year of
the promotion end date.

The winner will be announced on [date].

Good luck!

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

Scan QR code to visit our site
or go to www.THESALON.com



DIGITAL REFERRAL CARD

REFERRAL CARD

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

I love THE SALON 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 12-31-27

THE SALON — (888) 123-4567

Scan QR code to schedule
an appointment with me or
visit www.THESALON.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 CLIENT	REFERRED TO (staff member)	NEW CLIENT NAME	SERVICES SOLD	RETAIL \$ SOLD	REBOOKED Y/N
		TOTALS:	\$	\$	#

LEVERAGE #1: Create a Structured Referral Campaign

Running a referral program is good, but launching it once a quarter or twice a year is even more powerful. Instead of hoping referrals trickle in randomly, create high-energy revenue pushes.

STEP 1: Pick Your Campaign Window

Choose 30–60 days in your promotion calendar.

Examples for tying your referral messaging to the season:

Q1	Q2	Q3	Q4
New Year Glow-Up Campaign	Summer Refresh Campaign	Fall Transformation Campaign	Holiday Glam Campaign

STEP 2: Create a Strong Offer

Keep it simple and compelling.

When you refer a friend during this campaign:

- They receive [new guest reward]
- You receive [referral reward]
- Every referral earns an entry into the grand prize drawing (Make the prize big enough to create conversation.)

Examples:

Free service
for a year

VIP beauty
package

Luxury product
bundle

Exclusive
transformation
package

One entry per referral.

STEP 3: Promote Consistently

During your campaign window:

- Make sure your team is trained
- Mention it to every guest
- Post weekly on social media
- Include reminders in email
- Display signage at every station
- Highlight current entries and excitement

LEVERAGING YOUR REFERRAL PROGRAM

STEP 4: Announce the Winner Publicly

Recognition builds anticipation for the next time you promote.

Celebrate the winner in:

- Social media posts
- Email newsletter
- In-salon signage

BONUS: How to Announce Your Referral Campaign on Social

POST #1 – Campaign Kickoff

We're kicking off our [Season Name] Referral Campaign 🎉
Now through [end date]:

- 💡 Refer a friend! You **BOTH** get rewarded
- 💡 Every referral earns you an entry to win [grand prize]

Tag a friend who needs a little [glow-up/self-care/refresh] this season ❤️

EXAMPLE POST #2 – Mid-Campaign Momentum

Our [Season Name] Referral Campaign is heating up 🔥

So far we've had [#] referrals and counting!

Remember every referral = entry to win [grand prize].

Don't wait until the last week to participate.

EXAMPLE POST #3 – Final 7 Days

Final week of our [Season Name] Referral Campaign ⌚

If you've been meaning to send someone our way,
this is your reminder.

Plus you'll receive [insert thank you gift details]

Campaign ends [date].

LEVERAGING YOUR REFERRAL PROGRAM

LEVERAGE #2: Team Referral Competition

Your campaign should energize your team — not just your clients. Turn it into a friendly competition during each campaign window.

How It Works

Track referrals weekly
(what gets tracked
gets improved)

Post a leaderboard
in the breakroom

Celebrate progress
publicly

Award a prize at the
end of the campaign

Prize Ideas

- Cash bonus
- Paid time off
- Luxury product package
- Dinner gift card
- Team trophy
- Recognition award

When your team feels invested in the campaign, referrals multiply naturally.

LEVERAGE #3: VIP Ambassadors

You can make referrals an integrated part of your salon/spa's culture. After a client refers 5 guests (or whatever number you want it to be) within a 12-month period, they unlock VIP Ambassador status. People love belonging. By giving them VIP Ambassador status, you give them identity and recognition, and their participation will increase. You're building long-term loyalty.

VIP Ambassador Benefits:

- Early booking access
- Priority appointment scheduling
- Birthday upgrade
- Surprise gifts
- Exclusive events
- Members-only promotions

Referrals are one of the most powerful and reliable ways to grow your business.

When your guests share their experiences with others, they're not just sending you new clients—they're building trust before that person ever walks through your door. By creating a simple system, asking consistently, and celebrating those who refer, you can turn everyday interactions into long-term growth.

Start small, stay consistent, and watch how quickly your referral momentum begins to build.





empowering you®

Ready for the Next Level of Success?

If you're feeling challenged in any area of your business, you don't have to figure it out alone.

Book a complimentary 30-minute Strategy Session with one of our Empowering You Certified Consultants.

During this session, we'll take a look at

- Where your business is today
- Identify opportunities for growth
- Help you create a clear plan for increasing your income,

Strengthening your systems, and building a more profitable, sustainable business.

Book My Free Strategy Session

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



empowering you®

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