



The Client Cure
STUDIO
ACCELERATOR

STUDIO GROW

Mastermind

Grow Your Studio. Live Your Dream.
Build Your Legacy.

Studio Grow Referral Process

WORKBOOK

Referral Process

This referral process was birthed by 6 years of trial and error and one of the smartest members of my team.

For years, I had tried referrals every way you could imagine: on the backs of business cards, with regular promotions and hoping that someone who loved me wouldn't hesitate to share. This is what I like to call hope marketing...sweet in essence, but not effective. I had become convinced referrals didn't work and told my team referrals would not be part of our process.

And, the first thing my dear, sweet Director of Operations did was shake up our non-existent referral process and started averaging 3 referrals for every single new member that walked through the door.

Over the last 7 years, I've spent hundreds of hours working on this process, tweaking the language and finding a balance between a referral process that brings in new clients and helps to keep my retention rate through the roof.

Your referral process begins long before you ever ask for a referral because in order for a referral process to be successful you need to plant a seed that... Having a friend or family member with them is crucial to their success.

We're not making this up.

The University of Pittsburgh's Medical School did a long-term study on whether having a friend or family member working out alongside someone impacted their results. It turns out it not only impacted them, it's been the single biggest factor to indicate long-term success. This is a win for all of us.

Here's the details of the study: 95% of people who started a fitness program with a friend or family member completed it. Furthermore a year later, those who had a partner were about double as likely to have either maintained their practice (and results) or improved upon them.

I've spent years helping people reach health and wellness milestones and I've looked for the magic bullet, cause it's life changing... So when I found this, it became my #1 focus.

Pre-Seeding The Referral Program

Throughout your intake process, it's important to share that having someone by your side matters and this is our favorite way to ask:

Q1:

Who are friends or family members you consider to be in your support system? It sounds crazy, but studies show that if you begin this with one of them by your side your success rate will be about 95%. In fact, it's the #1 indicator you're gonna reach your goals.

RESPONSE:

Lovely. We take your support system really seriously because we want more than anything for you to succeed. When we finish up, you'll have an opportunity to share **[INSERT OFFER]** with them so that you have them by your side. This is on us to make sure you have the best experience.

During your Intentional Intake your goal should be to chat about the importance of referrals for their success at least once using phrases like:

“A lot of our clients love our **[INSERT]** because they can do this right alongside their friends. I've already told you how important those friends and community are...this may be a great way to share the studio.”

Primary Referral Process

Our primary referral process takes place during our Intentional Intake. After someone has agreed to become a member, when you're completing some basic information, you'll simply say:

STUDIO:

I am so excited to get you started on this journey with us! Remember when I chatted about having friends by your side? Awesome. When you become a member, and this is a one-time thing because we want you to get started in the best of ways, you're able to gift **[INSERT OFFER]** to friends or family members. This is only good for today, because I'm going to be entering their information alongside yours to track their voucher/gift certificates and your rewards, because the good news is that if any of them decide they like the studio and want to stay, then you get some great rewards. Why don't you jot down anyone you'd like us to have on your account?

Not everyone is going to give you a referral and that's a-okay. If someone is brand new to the area, or is highly introverted, they may not be interested. But you're doing them a GREAT service by ensuring they start this off right. And that's the priority.

REFERRAL RESOURCES:

[Referral Sheet Option 1](#)

[Referral Sheet Option 2](#)

Enrolling a New Referral

When you receive a referral, you'll want to reach out within 48 hours. This is a little more unique than a typical Introductory Package, but calling someone with good news is ALWAYS a good thing. It's best if you can tell your new member to invite their friends so when they receive the package, they're ready to go.

REFERRAL INITIAL TEXT (WITHIN 48 HOURS):

“Hi **[NAME]**! **[NEW MEMBER NAME]** gifted a **[INSERT OFFER]** for you to workout/practice alongside her/him. We'd love to get you started. I have spots available **DATE 1** or **DATE 2**. What works best for you?”

REFERRAL INITIAL PHONE CALL (2 DAYS AFTER INITIAL TEXT, IF NO RESPONSE):

“Hi **[NAME]**! How are you doing!?!? I'm hoping they already shared this, but **[NEW MEMBER NAME]** gifted a **[INSERT OFFER]** for you to workout/practice alongside her/him. We'd love to get you started. I have spots available **DATE 1** or **DATE 2**. Which works best for you?”

REFERRAL INITIAL EMAIL/CARD (2 DAYS AFTER PHONE CALL, IF NO RESPONSE):

Hi **[NAME]**,

Hoping you're having the very best of days! **[NEW MEMBER NAME]** probably already shared this, but **[he or she]** gifted a **[INSERT OFFER]** for you to workout/practice alongside her/him. We'd love to get you started. I have spots available **DATE 1** or **DATE 2**. Which works best for you?

[OWNER/MANAGER NAME]