



THE REFERRAL BOOST: A 7-DAY ACTION PLAN

A 7-day plan to engage clients, build trust,
and boost referrals... without overthinking it.



Simplify Your Focus
for Daily Impact



Build Habits That
Bring Clients Back



Turn Great Service
into Referrals
with Ease



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Day 1: Strengthen the Relationship First

Send a personalised check-in message to 3-5 clients.

Example Message:

Hey [Client's Name], just checking in to see how you're feeling after our session this week?

Reflection: What did you learn from your clients' responses? How did they react to your message?



Day 2: Celebrate Small Wins

Publicly acknowledge a client's progress on social media (with their permission) or in your private client group.

Example:

Shoutout to [Client Name] for hitting a new PR today! Your dedication is paying off!

Reflection: How did your client respond? How did others in your community react?



Day 3: The Power of the Unexpected

Surprise a client with a small gesture: this could be a handwritten note, a book suggestion, or a simple “I appreciate you” message.

Example Message:

Hey [Client's Name], I listened to this podcast and thought you might be interested after our conversation the other day.

Reflection: How did your client react? How did it make you feel to show appreciation?



Day 4: Create a Referral Incentive

Introduce a simple referral incentive for your clients.

Example:

Refer a friend and get a free session / discount on your next membership renewal!

Reflection: What incentive makes the most sense for your business?
What would your clients appreciate?



Day 5: Ask the Right Way

Reach out to a happy client and ask for a referral (without being salesy).

Example Message:

Hey [Client's Name], I'm looking to work with 3 new clients and love working with people like you! If you know anyone looking to get stronger and feel better, I'd love to help them.

Reflection: How did they respond? What would make this feel more natural for you?



Day 6: Leverage Social Proof

Ask a happy client for a testimonial or review.

Example Ask:

Hey [Client's Name], would you be open to sharing a short testimonial about your experience? It helps others know what to expect when they work with me.

Reflection: What kind of feedback did you get? How can you use it to attract more clients?



Day 7: Reflection



- Which of these actions have made the biggest difference to you, your clients and your business?
- What system could you create that would make these actions consistent in your business?

Small, consistent actions build a business where clients WANT to refer you. Keep using these strategies beyond this 7-day challenge, and you'll see stronger relationships, more engaged clients, and a steady flow of referrals.

Need help implementing these steps? Let's chat!

[Click here to book a call!](#)

