

# Converting Referrals Without Burning Relationships

## PRACTICAL TAKEAWAY

For every referral you receive in the next 30 days, follow this process: Thank the source within 2 hours.

Contact the prospect within 24 hours. Update the source after the first meeting. Track your conversion rate over 90 days.

Referral received from

Prospect name

Thanked source on (date / time)

Contacted prospect on

Context the source shared with me

Outcome of first meeting

Updated the source on

Converted? (Y / N) — and why