

The Referral Confidence Ladder

PRACTICAL TAKEAWAY

Think of your top 3 referral sources. What level are they currently giving at? What would it take — specifically — to move one of them one level higher?

Referral source #1 — name

Current level (1–4)

Referral source #2 — name

Current level (1–4)

Referral source #3 — name

Current level (1–4)

Which one I'll move up a level

One action I'll take this week to earn it