

Referrals are a powerful and easy way to expand your business. When you think about it, everyone is a potential lead.

As your business grows, one of the greatest gifts is hearing, *“Jen! I’m sending some of my friends your way! They LOVED the look of Crunchi on my skin and are already obsessed. What’s the best way for them to get a hold of you?”* Anyone can become a New Client, join your team as a New Advocate, or refer you to the next Crunchi lead. Share your message and allow them to decide if the timing is right and the interest is there.

And even if an existing friend or Client doesn’t come to you first, asking for referrals is not only natural but also a great place to start. We’ve learned that people will be more likely to give you a reference simply because you ask. There’s no shortage of kind people, happy to help out. When you consistently work a growing list and offer the option of a referral, you’ll receive more referrals in record time, and this will help build your funnel.

How to effectively ask for referrals:

- **Make it personal.** Relationship building and constant connection are everything!
- **Keep the pressure low.** We never want anyone to feel obligated to do anything. We are directly planting seeds and asking them if they know any like-minded individuals who might be interested or benefit from the Crunchi products and mission!
- **Keep it balanced.** Be sure to ask for a referral for the products, the Advocate Program, Crunchi Loyalty and the Hostess Rewards Program. Keep your asks well-rounded and balanced!
- **Make direct connections.** Whenever possible, try and take control of the referral, which means getting the potential lead’s direct contact information. Many times people will say, *“I know just the right person. I’ll give her your information and have her call you,”* but they seldom do. When you use the right language (i.e. *“Thanks! May I grab their number from you? We have an event/promotion going on and I wouldn’t want them to miss it!”*) you’ll be sure to get the information you need to make contact.

- **Reach out.** Invite your Client or the referral to meet up, watch a video, or join your Client group!
- **Remember your base.** Continue providing value through your Client community so your members will naturally be drawn to sharing information with their friends and family. Organic referrals are often the best referrals!

Think Outside the Box

It’s not unusual for newer Advocates to think their well has run dry and that they’ve run out of people to talk to. After sharing their Crunchi business with some family members, friends, and co-workers, they ask themselves, *“Now, who do I talk to?”*

It’s essential to continuously think of new ways to reach untapped resources and find potential New Clients and Advocates to be successful and create a long-lasting Crunchi business.

Follow this simple and easy-to-learn four-step process to help you create ongoing referrals for the product and the business, so you never run out of people to engage with.

STEP #1: CRAFT YOUR STORIES

Learn to share your three stories – your Crunchi story, your favorite product story, and your Crunchi business story – in a concise, professional, and passionate way.

STEP #2: WORK ON A NEVER-ENDING LIST OF POTENTIALS

The secret to referrals is that it’s not necessarily who YOU know, it’s who THEY know. Refer to your [Memory Jogger](#) as you develop your list of prospects. Include family, friends, the people you do business with, and your social media communities i.e., Facebook, Instagram, and LinkedIn. As you meet new people, add them to your list to keep it current and ever-growing. Strategically work through your list and reach out virtually and via phone. Systematically approach people who are like-minded, business-minded, influential, and natural connectors.

REMEMBER: Everyone is a potential lead! Anyone can become a New Client, Host, Advocate, or reference for a great referral! Share your message and allow them to decide if the timing is right and the interest is there.

EXAMPLES OF ASKING FOR REFERRALS WITH CURRENT CLIENTS, POTENTIAL CLIENTS, & SOCIAL MEDIA

Hi, Lauren! You may or may not have a personal interest, but I'm hoping you can lead me to just the right person. I'm looking for referrals.

Hi, Jamie! I'm so happy you're loving Crunchi and that you've finally found a brand that uses clean ingredients and performs. If you know anyone that would be interested in learning about Crunchi, please feel free to invite them to my Facebook community! I'm always happy to share with others looking for safe alternatives!

Hi, Kristen! I know you love the Crunchi products and the mission, and I really value your opinion. Do you know anyone that would be interested in our Advocate opportunity? We are looking to expand the Crunchi mission in your area, and I'm wondering if anyone comes to mind. If not, that's totally fine too; you were just top of mind, so I wanted to ask!

Hi, Jane! I wanted to ask if you knew of anyone that would be interested in sharing the Crunchi mission in our area. You are so well respected in the community, and I really value your opinion. I'm always looking for like-minded people who might be interested in the products, holding a pop-up, or coming on board as an Advocate!

Hi Mindy, I'm so happy to hear you're loving the products and seeing improvements to your skin! My business is expanding to your area, so of course, I thought of you. I'd like to take just ten minutes, to tell you about Crunchi and the Clean Beauty Movement. You may or may not have a personal interest, but I'm hoping you can lead me to just the right person. I'm looking for referrals!

Will everyone that you ask provide you with a referral? Probably not. But if you don't ask, how will you know? People are more willing to help because of the simple fact that you asked them. When you consistently work your existing Client list, you'll be surprised by how quickly you can receive new potential leads and referrals in no time!

STEP #3: TAKE OWNERSHIP OF THE REFERRAL

When talking to people, be clear about WHO you are looking for and HOW you would like to receive or connect with the referral. Whether you've asked for or received a product, host, or Advocate lead, simply

reply with, *"Thank you so much! I cannot wait to chat with them about how toxin-free beauty can change their life! Just shoot their info my way, and I'll contact them ASAP. You're the best!"*

As you master the ability to ask for referrals and instruct people on how you'd like to handle them, you'll receive more introductions and have ownership of how to proceed with the next steps.

STEP #4: TIMELY FOLLOW-UP

Once you receive a prospect, time is of the essence. Referrals have a short shelf-life. We recommend you reach out immediately and follow up on all potential leads and introductions within 24-48 hours.

Here's a script you can use to open the conversation:

"Hi Julie, this is [YOUR NAME] from Crunchi, and I was given your name and number from Liz. She tells me you have an interest in learning a little more about our [products or business]. Is this a good time to chat?"

Timely, effective follow-up shows your professionalism, validates your enthusiasm for the product and business and is a proven way to turn prospects into New Clients and Advocates quickly. Incorporate these simple steps today, and you and your team will receive an abundance of new connections and the good fortune of referrals.

SOCIAL MEDIA PRO TIP

Always include posts in your Client community that plant the seed about how grateful you are for member referrals. Sharing stories about referrals you've received is an AMAZING way to encourage others within your group to do the same! You can also create fun incentives or challenges for your members i.e., have a surprise referral drawing with your Clients. When they invite a friend to your group, you can enter them into a contest to win some products.

We recognize that this may seem like a lot of work now, but the work that you do upfront is what will help position you for massive future growth. The ultimate goal here is to build a vast network and community who will help spread your message because they LOVE IT and LOVE YOU! Each and every client you touch holds an endless possibility of connections, so be sure to nurture those relationships and watch the Crunchi love unfold!