



Set yourself up for easy client acquisition by systematizing referrals



This month, start optimizing your life for...

- Referrals from existing / past clients
- Referrals from your network, including other freelancers / consultants



Referrals from clients



THE 10X
FREELANCE
COPYWRITER

Assume they're making assumptions

The vast majority of your clients don't know if you want more clients, if you have time for more work or what kinds of clients you want.

What's in it for a client?



Think of the levers you can pull to persuade them
to refer you to their best contacts.



1. **Gluttony** - “I want more. I want it all. More for me.”
2. **Lust** - “I need something to satisfy a deeper need I can’t explain.”
3. **Greed** - “Nobody else should have it. I’m afraid there won’t be enough for me.”
4. **Pride** - “I’m the best and I want [the right] people to know it.”
5. **Wrath** - “The world has wronged me. They’ll pay.”
6. **Vanity** - “It’s all about me. You want to sleep with me or be me.”
7. **Sloth** - “Just give me the easiest possible way.”



Might be blocked by a sin.
Might be motivated by a sin.



Possible blocks

- **Gluttony** - “If you write great copy for someone else, their business could become even bigger than mine. I need to feel bigger than anyone.”
- **Greed** - “Your time is my time. What if I have more work I need you to do?”
- **Wrath** - “There’s nobody in my network deserving of my recommendation.”
- **Vanity** - “I found you. Why should others steal you?”
- **Sloth** - “It takes too much work to even think about whom to connect you with. And then to make the connection? Ugh. I’m too busy.”



Possible motivators (ego!)

- **Pride** - “As soon as lots of people associate me with top talent in business, they’ll believe that I’m the best in business.”
- **Vanity** - “I’ll look like an even bigger genius when my network starts working with my best-kept secret: my copywriter.”



People who hire freelancers are SWAMPED.



Don't make your client think.



Clearly tell your client the specifics

- Yes, I'm taking new clients by referral only.
- Yes, I'd like to work with more clients like you. I'd also love to work with you again.
- I'm looking for great _____-focused clients in _____ industry.
- The work I'm increasingly specializing in is _____.
- I can start working with new clients within ____ days/weeks of that first connection.
- My business goal is to _____, which is why referrals are so important to me.



Make the ask!

Write + optimize 2 referral request emails:
1 sent 2/3 through project, 1 sent at end.



Email template for referral requests: Clients

Midway through project

Hey there {{first name}} -

I'm having a great time working with you - so I just want to pop out there:

My #1 business goal is to work with more clients like you. I'm only taking clients by referral. And I want you to know I'll give priority to every referral you send my way.

Just planting the seeds for a future convo. When the project is to wrapping up - with killer results, of course :) - I'd love to nudge you as easy as possible for you to tell 2 or 3 people about me. Sound good?

Thanks,
{{Firstname}}

PS: I think it goes without saying that I'm also hoping to keep working with you and your team. Y'all have been a dream.

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ESSENTIAL REFERRAL TEMPLATES
FOR MIXMAX

or referral requests: Clients

Soft no or indecision

A referral from you would carry so much weight. Your network is outstanding (thanks, LinkedIn!). I'll be on your desk... or you're talking shop with me. Please keep me in mind!



Systematize it so it always happens

Create MixMax templates.
Add a block to your calendar on Client
Day or Marketing / Biz Dev Day.



And remember, when you're talking with clients:

Never make yourself sound closed to new opportunities. Show enthusiasm.



BTW, you don't necessarily have to offer referral incentives. *Don't start there.*



Referrals from copywriters



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Referrals work both ways

If they refer clients to you during their particularly flush times, you'll refer clients to them during yours. Set this expectation early in your relationship.

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TIME TO IMPLEMENT



the
copywriter
mastermind



1. Download the email templates. Add them to MixMax.
2. Block 15 mins in your calendar, on a recurring basis on the right Theme Day, to send at least 1 referral request - whether to a past client, biz contact or copywriter.
3. On the same day, block 15 mins to follow up on no-replies. Could be by email - or you could upgrade your ask and use Voxer.
4. BONUS: Create a list of 2 or 3 fellow freelance copywriters to give overflow or poor-fit work to. Email them individually to let them know your plan. Ask them what they'd need from you to reciprocate.