

# THE 3-TIERED COPY CLIENT REFERRAL SYSTEM

**A DEAD-SIMPLE "AUTOMATED  
REFERRAL NETWORK" TO SECURE  
A DECADE'S WORTH OF WELL-  
PAID COPY PROJECTS WITHOUT  
AWKWARD-ASKS OR FAKE AF  
FRIENDSHIPS**

This discussion and worksheet will help you  
highlight 3-5 current de-facto team members  
/ collaborators to add to your ARN

You will be ready to reach out to 3-5  
potential new referees for EVERY new  
client or team you work with

# YOUR AUTOMATED REFERRAL NETWORK

## THE 3 TIER REFERRAL SYSTEM

1. CURRENT / PAST CLIENTS

**2. COLLABORATORS/DE-FACTO TEAM** (ad specialists, media buyers, landing page designers, project managers, automation specialists, funnel builders, customer service lead, sales managers, sales reps, etc.)

3. OTHER COPYWRITERS (complimentary & congruent)

## YOUR CURRENT DE-FACTO TEAM?


## SCHEDULED A 15-MIN COFFEE CHAT?


## AGENDA TOPICS (IF THEY'RE FREELANCE / CONTRACT / AGENCY)

- What you can do to make their job easier?
  - ie. wireframe or no-wireframe (for page designer?)
  - ie. automation notes/Loom (tags, list suppression, etc. for automation specialist)
- What customer insights can they offer that may help you in YOUR role/project?
  - Customer Service Director / Reps
  - Sales Manager / Sales Reps
- What type of clients do THEY love working with / are suited for (that you can refer to them)
- When wrapping a project, share specifically what you appreciated about them / their work - a desire to collab more with the current client or a future client.

# YOUR AUTOMATED REFERRAL NETWORK

## LOW-MAINTENANCE NURTURE YOUR TIER 2 NETWORK

1. Keep the list in a spreadsheet (or any light CRM)
2. Aim to keep in touch every 6-12 months
3. Add them on the socials (IG, LI, Facebook, etc.)
4. Build genuine relationship/connection and generally stay top-of-mind

### Reasonable Goal:

Create 2-3 new connections/potential referral partners on EVERY new client account/team you work on. If you work on just 7 accounts/clients per year, that's 14-21 referee partners who are HIGHLY motivated and invested in bringing you onto their other clients' projects when opp presents.

Content

