

# Design your referral seed.

A referral seed is the go-to language you use to highlight what your audience needs to know to make a referral.

## A strong referral seed explains:

1. Who you ideally serve.
2. Why you love to serve them.
3. How you uniquely serve them.
4. When they may need your help.
5. How to make an introduction.

## It could sound like this:

“Our firm offers expertise in helping business owners navigate all financial aspects of selling their business so they feel good about the process, outcomes, and their future. Most business owners go through this process once in their lifetime. We have assisted more than 50 clients over the past 10 years, both value and sell their business, as they prepare for the next chapter in their life. We can offer advice and answer important financial questions, or we can work side by side with our clients through the entire process of selling a business. It's their choice. We are typically brought in about one year before the transition begins—often through an email introduction.”

## Craft your personalised message:

Who you ideally serve:

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Why you love to serve them:

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How you uniquely serve them:

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When they may need your help:

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How to make an introduction:

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Put it together:

## Important information.

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