

# 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 sounds like this...

We love helping business owners navigate all the financial aspects of selling their business so they feel good about the process, outcomes, and their future. Most people get to go through this process once, we’ve done it more times than we can count with our clients. About a year before the transition is when we are typically brought in, often through a introduction. If nothing else, we can provide the important financial questions to consider before selling a business. Most clients make an introduction via email.

## Design your Referral Seed

Who you ideally  
serve

Why you love to  
serve them

How you uniquely  
serve them

When they may  
need your help

How to make an  
introduction

Put it together...

