



Referral Campaign Builder

Build a referral system that brings in new clients
without awkward asking or relying on luck.

Stop hoping for referrals. Build a system instead.

If referrals currently happen randomly in your business, this workbook will help you turn word of mouth into a repeatable client growth system.

By the end, you'll have:

- your referral trigger points
- your chosen reward structure
- your referral messaging
- your follow-up reminders
- your tracking system
- your live campaign ready to implement

Keep this simple.

A working referral system beats a perfect one that never gets launched.

Quick referral audit

Tick what applies:

- ☐ Clients regularly say they love my work
- ☐ I occasionally receive referrals
- ☐ I have a clear referral offer
- ☐ Clients know referrals are welcomed
- ☐ I actively mention referrals
- ☐ I follow up after appointments
- ☐ I track who referred whom
- ☐ Rewards are issued consistently
- ☐ My referral system runs without me remembering manually

Scoring:

0–3

You do not have a referral system yet.

4–6

You have fragments, not a system.

7–9

Strong foundations. Now tighten consistency.

When should referrals be activated?

Tick all suitable trigger points:

Transformation reveal

- ☐ Fresh install reveal
- ☐ Refit transformation
- ☐ Major before/after result

Emotional moments

- ☐ Wedding prep
- ☐ Birthday appointment
- ☐ Confidence boost moment
- ☐ Post-breakup glow-up
- ☐ New job / milestone transformation

Social proof moments

- ☐ After positive review
- ☐ After kind testimonial
- ☐ After Instagram story tag
- ☐ After repeat praise

System triggers

- ☐ 48-hour follow-up message
- ☐ Maintenance appointment check-in
- ☐ VIP client touchpoint
- ☐ Monthly nurture reminder

Custom trigger:

My referral trigger:

Primary trigger to launch first:

Choose your referral reward

What is your average appointment value?

- ☐ Under £100
- ☐ £100–£250
- ☐ £250–£500
- ☐ £500+

What brand positioning are you building?

- ☐ Premium / luxury
- ☐ Friendly / approachable
- ☐ Value-focused
- ☐ Hybrid

Referral reward ideas:

NON-DISCOUNT OPTIONS

- ☐ Complimentary blow-dry
- ☐ Complimentary luxury treatment
- ☐ Complimentary styling upgrade
- ☐ Complimentary haircare product
- ☐ Mini aftercare gift
- ☐ VIP priority booking
- ☐ Loyalty perk

MONETARY OPTIONS

- ☐ £10 credit
- ☐ £15 credit
- ☐ £25 credit
- ☐ Custom amount £_____

Dual-sided offer? (Reward both parties?)

- ☐ Yes
- ☐ No

My chosen referral reward:

What will you actually say?

Transformation reveal script:

By the way, we've introduced a little referral thank-you for our lovely clients, so if any friends ask where your hair's from, send them our way and if they book, you'll both receive

_____.

Review follow-up script:

Thank you so much for your lovely review. It genuinely means a lot.

As a little reminder, if any friends have been admiring your hair, our referral reward is still active.

VIP client script:

We love rewarding lovely loyal clients, so if anyone you know has been thinking about extensions, let us know and we'll make sure you're looked after too.

Write your own version:

Make referrals happen without relying on memory

Choose your automation touchpoints:

- ☐ 48-hour SMS
- ☐ post-appointment email
- ☐ review thank-you email
- ☐ monthly client newsletter
- ☐ VIP client nurture flow
- ☐ maintenance reminder sequence

Message example:

Hope you're still loving your hair.

Just a quick reminder that if any friends have been asking where you had your extensions done, our referral thank-you is still active.

My automation plan:

Touchpoint 1:

Touchpoint 2:

Touchpoint 3:

Referral Tracker

Date	Referring Client	New Client	Enquiry?	Booked?	Reward Issued?	Notes

Avoid these referral killers

- ☐ mentioning it once then forgetting
- ☐ awkward needy wording
- ☐ overcomplicated offers
- ☐ poor timing
- ☐ rewards that destroy margin
- ☐ no follow-up reminders
- ☐ inconsistent reward issuing
- ☐ no tracking
- ☐ making referrals feel transactional
- ☐ expecting referrals without visibility

Launch this properly

Day 1

Choose your trigger + reward

Day 2

Finalise scripts

Day 3

Set up automation

Day 4

Create tracker

Day 5

Tell current clients

Day 6

Add reminder touchpoints

Day 7

Go live

Commitment:

My referral system goes live on:

Signed: