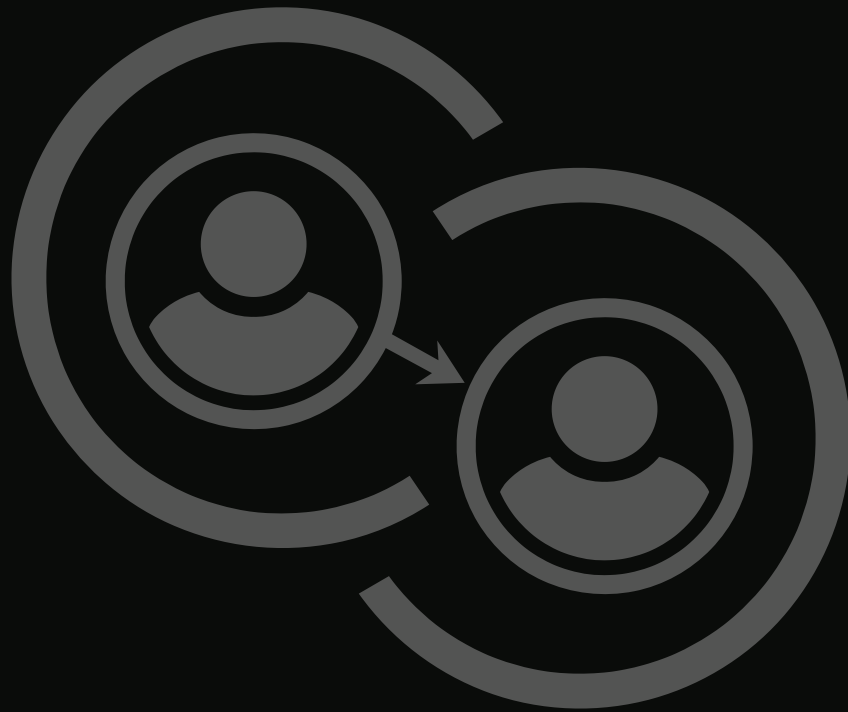


ONE AFTERNOON

Referral Engine

The simple system most small businesses never build.



Ready-to-Use System + Templates

Turn happy customers into predictable referrals — in a single afternoon.

What This Is

This document outlines a simple referral system that allows businesses to replace paid leads with warm referrals.

You only pay referral rewards after a job closes and you get paid. No ads, no software, no contracts.

The One Afternoon Launch Checklist

Follow these five steps to launch your referral system today.

1. Choose Your Referral Reward

Pick a simple thank-you reward for successful referrals.

Common options:

- \$25
- \$50
- \$75
- \$100

Keep it simple and consistent.

Reward chosen

2. Customize the Referral Flyer

Use the included Canva template.

Update:

- Business name
- Phone number
- Referral reward amount

Flyer customized

3. Tell Your Existing Customers

Use one of the included templates to activate referrals.

You can use:

- Email
- Facebook post
- Text message

Customers notified

4. Mention the Referral Program After Each Job

At the end of each job, say:

“If you ever refer someone who books with us, I’ll send you \$50 as a thank-you once their job is complete.”

Script ready

5. Track Referrals

Use the included tracking sheet to record:

- Referring customer
- New customer
- Job amount
- Reward paid

Tracking sheet ready

The Math

Paid leads often cost \$40–\$80 each, and it can take 10–20 leads to land one job. That means hundreds of dollars spent before any revenue.

A referral system flips this model. You reward customers \$50–\$100 only after a job closes.

Why Referrals Work

Referrals carry built-in trust. There is no price shopping, less hesitation, and faster decisions. You are no longer one of many quotes — you are the recommended provider.

How the Referral System Works

A Simple System That Only Costs Money When the Job Closes

This referral system is designed to be simple, repeatable, and profitable.

Instead of paying for leads that may or may not convert, you reward customers only after a job closes and you've been paid.

There are no ads to manage, no software to learn, and no contracts involved



- Referrals come from people who already trust you
- You close the job first
- Rewards are paid only after completion
- No competition, no bidding, no wasted spend

This system works because it aligns incentives and keeps your costs tied directly to revenue.

What Happens After Launch

Day 1–7:

Share the referral offer with customers using the flyer, email, or text message.

Ongoing:

Track referrals and pay rewards only after jobs close.

What to Say

“If you ever refer someone who books a cleaning (or your service), I’ll send you \$50 once the job is complete.”

Or

“I really enjoy working with customers like you, and I’m always looking for more people just like you. If you ever send a new customer my way, I’d be happy to send you \$50 after the job is completed.”

Say these naturally and without pressure.

Referral Rewards

Keep rewards simple: cash, gift cards, account credit, or free add-on services. Choose one option and stay consistent.

Tracking Referrals

You do not need special software. Track customer name, referral name, job amount, and reward paid.

Mistakes to Avoid

Do not pay rewards before jobs close. Do not overcomplicate the process. Do not require customers to register or fill out forms.

Example Results

Even at a conservative \$500 per job, five referrals per month equals \$2,500 in revenue, with only \$250 paid in referral rewards.

This system shifts your marketing cost from *per lead* to *per closed job*.

Who This Is Not For

This system is not for businesses that don't answer calls, don't follow up promptly, or expect marketing to replace basic operations.

What You Get (Plug-and-Play Templates)

Everything You Need to Launch

This system includes ready-to-use templates designed to help you activate referrals quickly and consistently. No custom design work is required.

Referral Flyer Editable Templates (Print + Digital)

A simple flyer you can hand to customers or send digitally to introduce the referral thank-you offer. Designed to be clear, friendly, and easy to understand.

Customer Script Card

A short, natural script that removes the awkwardness from asking for referrals. Use it as-is or keep it nearby as a reminder of what to say.

Referral Tracking Sheet

A simple tracking sheet to record referrals, closed jobs, and rewards paid. No special software required.

- Use as-is or customize
- Designed for small service businesses
- No website changes required

Referral Activation Messages

Pre-written email, Facebook, and text messages designed to be simple, clear, and effective.

These templates are designed to help you launch quickly, stay consistent, and keep the system profitable.