

The Referral Book

Name of Champion

Willingness to refer (/10)

Understanding (/10)

Opportunity to Refer (/10)

What is my next step?

Who do they know? *(be specific about what referrals you are looking for)*

How could they help? *(other than referrals. For example, industry advice, feedback)*

Referrals requested/promised

Referral Received

Follow up

Result

Feedback to Champion / Thank you