



Client Referral Request Script

You: "I have a favor to ask you, if that's okay."

Client: "Sure, what is it?"

You: "You have been so great to work with, and I would love to find more clients like you. Do you know any other people who are getting married within the next few years and would love the same experience of not having to worry or stress as they plan their wedding?" (Make the ask very specific here: what kind of client are you looking for?)

Client: "I do actually, a friend of mine would be a great fit."

You: "That's great! Would you feel comfortable introducing me to them? I would really appreciate a quick email intro, I even have an intro email template written if that makes it easier for you."

Client: "Sure, I'd be happy to do that."

You: "Thank you so much. I really appreciate it! I also have a referral program – so if one of your referrals becomes a client, I offer <your referral reward>." (If you do not have a referral program, let them know that you'll send them a little thank you for the referral, and that means whether they book or not because that is out of their control. This can be a \$5 Starbucks gift card and a card.)



Client Referral Request Script

If no one comes to mind using the previous script, plant the seed for future referrals with this script:

Client: “Hmmm, I don’t know anyone that would be a good fit right now”

You: “That’s ok! But, if you have a friend, or you meet someone in the future who fits that description, would you please keep me in mind? I’d love to work with more clients like you, and I find that people hang around in similar groups. I’d appreciate anyone you could introduce me to!”

Client: “Sure, I can do that.”

You: “Great, thank you. Just give me a call or send me an email if you meet anyone who would be a good fit!”

(You can give them a few business cards if you'd like but I find that these get thrown away and it's easier for them to just contact you when they meet someone that could be a referral.)



Vendor Coffee or Skype Date Script

Hi <first name>,

I've been following you on Instagram and I love your feed! The wedding you planned at <X location or venue> was absolutely stunning. (adapt this section using specifics that you've been able to find out about them)

I'm a wedding photographer in San Diego and I'd love to meet up for a coffee sometime and chat. I'd love to learn more about who you work with so I know who to send your way. I find that a lot of my clients could really use the help of a skilled planner like yourself but they don't realize it right away. I'd love to be able to suggest someone like you to help them out!

Would you be available to meet for a coffee next week?

I look forward to meeting you soon!

Thanks,
<your name>

When you meet with them ask them questions! What is their biggest challenge right now? Who are their ideal clients? How can you support them?

That will inform your follow up and how you add value. Send a helpful resource, feature them on your blog, introduce them to someone, etc.

Ideas To Keep In Touch With & Help Vendors

Send them something that is helpful (content, a podcast they'll love, a HARO request, something that helps with something they're struggling with)

Introduce them to someone relevant

Thought of you because... message and ask what they're working on

Offer to feature them on your blog

Interview them on Facebook live

Share their work on social media and tag them

Invite them to collaborate on a styled shoot

Offer to help them with something. If it's a venue and you're a photographer, offer to take some photos for their new brochure.