

Referral Network Mapper

Three lists, one definition, one quarterly review

Companion to Chapter 9: The Introduction That Started Everything

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David White | How To Start A Business Without Any Money

The Introduction That Started Everything

The first client of Weboptimiser came from a referral. Not a campaign, not a cold call. One person who knew how I thought about problems decided someone else needed to meet me.

Most businesses start this way. Most businesses gradually stop being referred. Not because the goodwill disappears — but because the system was never built.

This worksheet builds the foundation of that system. It takes thirty minutes the first time. After that, fifteen minutes each quarter.

The Three Lists

List 1: Everyone Who Has Referred You (last three years)

Name them. Note what they referred, and when. This list tells you who already sees the value in what you do.

Most people who complete this exercise find their referral network is larger than they thought — and that 80% of referrals came from three or four people. The concentration tells you exactly where to invest your attention.

List 2: Everyone Who Has Spoken Well of You Publicly

LinkedIn recommendations. Introductions at events. Anyone who has put their name next to yours in front of others.

List 3: Satisfied Clients Who Have Never Referred You

This is the most valuable list. The goodwill is already there. These people simply haven't been given a reason or an occasion to refer.

The Ideal Referral Definition

Your network cannot refer you if they don't know precisely who to refer you to. Most don't — not because they don't want to help, but because no one told them.

Write your ideal referral description in four sentences. Then give it to the three best people from List 1 — as a conversation, not a document.

The kind of business or person:

The specific problem they have:

The outcome they want:

Who I'm NOT the right fit for:

Say it conversationally: "The clients I'm best placed to help right now are businesses facing [problem]. If you ever find yourself talking to someone like that, I'd be grateful for an introduction."

Quarterly Review

Question	Answer
How many referrals did I receive this quarter?	

Who referred most? (invest more relationship time here)	
Which referrals converted to clients?	
Which case study or piece of work triggered the most conversations?	
Did I refer anyone else this quarter? (give before you take)	
Have I updated my ideal referral definition?	Yes / No

For the complete referral system — the STARS Framework, the endorsement ladder, how to engineer introductions, and how to build a network that compounds — see Star Referrer by David White.

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