

# POWER TEAM BUILDER

Unlock the Power of Referral Networking and  
Boost Your Business with the Right Team



A Step-by-Step  
Guide to Finding,  
Creating, and  
Maximizing Your  
Power Team.

**REFERRAL**  **BLUEPRINT**

## Growing Your Business – Money or Time?

Every business seeking growth faces an important decision: how to allocate resources effectively to attract more clients and expand its reach. Many methods can be used to achieve this growth path, but all fall into two distinct categories: **spending money or investing time.**

While money-based marketing can yield quick results, it often requires a consistent financial commitment. The more you spend, the more visibility you get—but it can quickly become expensive.

On the other hand, businesses can invest time in strategies that build relationships, trust, and long-term growth without significant financial costs. These methods take more effort but can lead to steady, reliable client flow.

One of the most effective time-based growth strategies is referral networking and building Power Teams.

### **Referral networking focuses on:**

- Building relationships with complementary businesses that share your target audience but offer non-competing services.
- Creating Power Teams of professionals who refer clients to each other, generating leads without spending money on ads or promotions.
- Nurturing trust within your network, which encourages word-of-mouth referrals—a compelling and cost-effective way to grow.

While referral networking **requires time, effort, and consistent follow-up**, it builds strong, mutually beneficial partnerships. In the long run, this strategy creates a foundation for organic, steady growth without the need for large marketing budgets.

This guide will show you how to harness the power of referral networking and Power Teams to help your business grow without spending big on traditional marketing. By investing your time wisely, you can build lasting relationships that deliver sustainable growth.



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# 1) IDENTIFY YOUR IDEAL POWER TEAM MEMBERS

## What is a Power Team?

A Power Team is a group of professionals from complementary industries who serve the same target client as you, but provide different services.

The key is that your services don't overlap, which allows you to collaborate without competition. These relationships enhance each business by expanding referral opportunities and offering a more holistic experience for your mutual clients.



Potential Power Team Business	Business Name & Contact Info	Date Reached Out	Meeting On
Example: Plumber	John Throne	April 22 <sup>nd</sup>	April 28th



# Real World Examples

## For a Fitness Trainer:

Your clients are focused on improving their health and physical condition, so look for professionals who can support those goals. Your ideal Power Team might include:

- A Nutritionist to guide clients on their diet.
- A Massage Therapist to help with recovery after intense training.
- A Physiotherapist to assist with injury prevention

## For a Wedding Planner:

You organize the event, but couples need several other services to make their day complete. Your Power Team could include:

- A Photographer to capture special moments.
- A Florist to design and deliver beautiful floral arrangements.
- A Caterer to provide delicious food for the reception.

## For a Marketing Consultant:

Your job is to help businesses grow through strategic marketing, but they'll likely need other experts to build a comprehensive plan. Your Power Team might consist of:

- A Web Designer to create or enhance their online presence.
- A Content Writer to develop compelling, SEO-optimized messaging.
- A Social Media Manager to increase their visibility and engagement on digital platforms.



When attending events or reaching out online, focus on quality over quantity. Building solid relationships with a few trusted professionals is better than having an extensive but disengaged network. Always prioritize professionals who share your client-focused values.



## 2) FIND YOUR POWER TEAM MEMBERS

### Where Do You Find Power Team Candidates?

Now that you know who should be in your Power Team, it's time to find the right people. Look for professionals who are trusted in their fields, have a solid client base, and are open to collaboration. You can find Power Team candidates both offline and online by actively networking and using targeted platforms.

#### Offline Sources:

- **Networking Events:** Attend local BNI meetings, Chamber of Commerce mixers, or industry events. These are great places to introduce yourself and explain your partnership goals.
- **Existing Clients or Referrals:** Ask current clients or business contacts for referrals to trusted professionals they've worked with.

#### Online Sources:

- **LinkedIn:** Use LinkedIn to search for professionals in complementary industries. Check their endorsements and recommendations to gauge credibility.
- **Alignable:** Alignable connects small businesses by location and industry, making it easy to find nearby professionals who are open to collaboration.
- **Facebook Groups:** Join industry-specific Facebook groups to connect with local professionals. Participate in discussions and offer value before introducing the idea of working together.

# REAL WORLD EXAMPLES

- **For a Financial Planner:** Attend a local Chamber of Commerce meeting to connect with an estate lawyer, use LinkedIn to find a tax-focused accountant, and join Alignable to meet a mortgage broker.
- **For a Local Café Owner:** Attend a food market event to meet a local bakery owner, ask regular customers about coffee roasters, and join a Facebook group to connect with a flower shop owner for joint promotions.
- **For a Graphic Designer:** Attend a creative industry mixer to meet a copywriter, use LinkedIn to find a web developer, and ask clients for recommendations for professional photographers.

Event Name	Date	Possible Contacts	Follow Up
Chamber of Commerce Networking Event	July 18th	Mortgage Broker	



# 3) INITIATE THE CONNECTION

## How to Build the Relationship

Once you've identified potential Power Team members, it's time to reach out and establish a connection. The goal is to introduce yourself, highlight the mutual benefits, and start building a professional relationship based on trust.



Be genuine and focus on long-term relationships, not just immediate referrals. A personal touch will set you apart and build stronger, lasting connections.

### Steps to Take:

- **Start with a Friendly Introduction:** Keep it simple and personal. Reach out via email, LinkedIn, or during an in-person meeting. Focus on how both of your services align and how collaboration could benefit both parties.
- **Example Message:** "Hi [Name], I noticed we work with similar clients and thought it'd be great to explore how we can help each other grow our businesses. I'd love to chat about potential ways we could collaborate!"
- **Highlight Mutual Benefits:** Show how your collaboration can create a win-win scenario. Discuss how referring clients to each other enhances the value you offer to your clients.
- **Set Up a Casual Meeting:** Schedule a coffee or a quick Zoom call to discuss your businesses and how you can refer clients to each other. Keep the meeting informal but goal-oriented.



# REAL WORLD EXAMPLES

- **For a Web Designer:** Reach out to a copywriter on LinkedIn with a message highlighting how strong copy complements web design. Suggest a meeting to explore joint projects where your services could be combined.
- **For a Wedding Planner:** Meet with a photographer at a local vendor event to discuss working together on upcoming weddings. Offer to refer clients who still need a photographer in exchange for the same.
- **For a Real Estate Agent:** Send a message to a mortgage broker from a previous networking event, introducing yourself and suggesting you could benefit from referring homebuyers needing financial guidance.

Date	Referral By	Client Name & Info	Contact Made	Result
June 8th	John Throne		April 22 <sup>nd</sup>	April 28th



## 4) CREATE A WIN-WIN STRATEGY

### How to Collaborate Effectively

After establishing a connection with your Power Team members, the next step is to create a strategy that benefits everyone.

The goal is to ensure mutual value by developing a clear and simple system for referring clients to each other.



Focus on creating a mutually beneficial strategy. Ensure that all Power Team members feel they are receiving equal value from the relationship to maintain long-term collaboration.

### Steps to Take:

- **Hold Regular Check-Ins:** Set up monthly or quarterly meetings (virtual or in-person) to discuss collaboration. Use these meetings to evaluate how many clients have been referred and brainstorm new opportunities.
- **Agree on a Referral Process:** Determine the best way to refer clients, whether through direct introductions, emails, or referral cards. Clear guidelines make it easier for all team members to follow through on referrals.
- **Co-Branded Marketing Materials:** Create simple marketing materials that feature all Power Team members' services. These can be business cards, flyers, or a shared email list that promotes each member's offerings.



# REAL WORLD EXAMPLES

- **For a Marketing Consultant:** Meet quarterly with a web developer and a content writer to review how many referrals each business received and strategize on joint marketing campaigns, like co-authored blog posts.
- **For a Local Café Owner:** Collaborate with a nearby bakery and florist to create co-branded flyers promoting each other's services. Offer a discount for customers who visit all three businesses.
- **For a Personal Trainer:** Agree with a massage therapist and nutritionist on how to share referrals, such as offering a joint package deal for fitness, recovery, and meal planning services.



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# 5) MAXIMIZE YOUR POWER TEAM'S POTENTIAL

## How to Get the Most Out of Your Power Team

Once your Power Team is in place, the key to long-term success is consistency and follow-up. Use simple systems to track referrals, ensure client satisfaction, and keep communication strong among your team members.



The success of your Power Team depends on regular communication and follow-through. Make sure all members feel valued, and stay proactive in tracking referrals and sharing feedback.

### Steps to Take:

- **Use a Referral Tracking System:** Set up a basic system to track referrals, such as a shared spreadsheet or CRM tool. This helps you monitor how many clients are referred and from whom. It also keeps accountability high across the team.
- **Follow Up on Referrals:** After a referral is made, follow up with the client to ensure they had a good experience. This maintains high-quality service and strengthens the trust between Power Team members.
- **Celebrate Wins:** When referrals result in closed business, share the success with your Power Team. Recognize contributions, celebrate milestones, and keep the energy high.



# REAL WORLD EXAMPLES

- **For a Financial Advisor:** Use a shared Google Sheet with an estate lawyer and tax accountant to log client referrals. Schedule quarterly check-ins to review the outcomes and suggest improvements.
- **For a Wedding Planner:** Follow up with clients you referred to a photographer and caterer to ensure they were happy with the service. Offer feedback to the Power Team members to strengthen future referrals.
- **For a Business Consultant:** Celebrate successful referrals by sharing the wins via email or during monthly Power Team meetings. Use these as an opportunity to brainstorm new ways to collaborate.

Team Member	Number Referrals Made	Closing Rate	Closed \$
Poly Painter	5	60%	\$8,400

# 6) EXPAND AND STRENGTHEN YOUR NETWORK

## How to Grow Your Power Team

As your Power Team gains momentum, it's important to continue growing and strengthening your network.

Look for additional members who can add value, and regularly review the effectiveness of your existing team.



Keep your Power Team flexible and adaptable. As your business grows, regularly revisit your team's dynamics and add new members who align with your evolving goals.

## Steps to Take:

- **Identify New Opportunities:** As your business evolves, seek additional professionals to complement your team. These new members can fill gaps or provide extra value to your clients.
- **Review Team Effectiveness:** It's crucial to regularly assess how well your current team is working. Are all members contributing equally? Are referrals flowing smoothly? Make adjustments as needed to maintain a balanced, effective team, ensuring continuous improvement and optimal performance.
- **Attend New Networking Events:** Continue to attend industry-specific networking events and conferences or join new professional groups to meet potential new Power Team members.



# REAL WORLD EXAMPLES

- **For a Graphic Designer:** As demand for eCommerce grows, add a product photographer to your Power Team to meet the needs of clients launching online stores.
- **For a Real Estate Agent:** After forming a Power Team with a mortgage broker and home inspector, expand by adding a contractor to help clients with home renovations post-purchase.
- **For a Café Owner:** Join a local farmers' market group to connect with vendors that offer products your café can use or feature, such as honey producers or local dairy farms.



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# 7) LEVERAGING ONLINE PLATFORMS

## Maximize Your Online Presence:

Use online platforms to find and strengthen your Power Team connections. Platforms like LinkedIn, Alignable, and even niche business forums allow you to connect with professionals beyond your local network.



## Examples:

- **LinkedIn:** Join industry-specific groups and participate in discussions. A Freelance Web Developer could join a “Small Business Owner” group to find copywriters and graphic designers.
- **Alignable:** A Local Florist could use Alignable to connect with wedding venues, photographers, and event planners.
- **Industry Forums:** A Tech Consultant could use Reddit or specialized industry forums to connect with software developers and cybersecurity experts.



Engage regularly by posting helpful content or commenting on others' posts to stay visible and build relationships.



# BONUS: POWER TEAM ETIQUETTE

## The Do's And Don'ts of Successful Collaboration

- **Do:** Keep communication clear and professional. Discuss expectations early.
- **Don't:** Make it only about referrals. Foster real relationships by showing interest in their business and success.
- **Do:** Show appreciation. Small gestures like sending a thank-you email or acknowledging a referral publicly go a long way.
- **Don't:** Assume automatic reciprocation. Make sure your referrals are high-quality and timely.
- **Do:** Meet regularly. Monthly is better than quarterly
- **Don't:** Focus on what you can get out of this, but
- **Do:** Focus on what you can give to others!

### Real-World Example:

A Personal Trainer and a local nutritionist maintain their relationship by sending each other quarterly updates on their business growth and ways to improve collaboration.

The nutritionist also posts a glowing review on the trainer's social media.



# BONUS: OVERCOMING CHALLENGES

## Challenge 1: Mismatch of Expectations

Sometimes, Power Team members may have different ideas about what a referral looks like or how it should be handled.

**Solution:** Set clear expectations from the start. Discuss what qualifies as a referral, how referrals will be made, and what each member expects in return. This ensures everyone is on the same page and avoids misunderstandings later.

## Challenge 2: Inconsistent Follow-Up

Referrals can fall through the cracks without consistent follow-up, leading to missed opportunities.

**Solution:** Create a simple referral tracking system (such as a shared spreadsheet or CRM) for all team members. Set reminders for follow-up and check-ins to ensure every referral is acted on promptly.

## Challenge 3: Lack of Engagement from Team Members

Some Power Team members may disengage if the relationship isn't mutually beneficial.

**Solution:** Hold regular check-ins (monthly or quarterly) to discuss results and offer value. Recognize contributions and provide opportunities for further collaboration to ensure everyone feels like an important part of the team.

# BONUS: OVERCOMING CHALLENGES

## Challenge 4: Unequal Contribution

Sometimes, one member may feel they're giving more referrals than they're receiving.

**Solution:** Encourage transparency by discussing results openly. If one member is providing significantly more referrals, work together to explore ways to balance the relationship, such as promoting that member's services more actively or offering additional incentives.

## Challenge 5: Difficulty Finding the Right Team Members

Finding reliable professionals who align with your goals and values can be hard.

**Solution:** Take your time when building your Power Team. Use both offline and online networks to vet candidates carefully, and start with small collaborations to see how well they fit before committing to a long-term partnership.



Address challenges early and directly. Open communication is the key to maintaining a strong, effective Power Team that delivers results for all members.



# BONUS: REFERRAL SCRIPTS

## Use These Templates to Make Referrals Easy:

### Referral Email Template:

"Hi [Client Name], I wanted to introduce you to [Power Team Member's Name], who specializes in [Service]. They could really help you with [specific issue]. I've CC'd them here so you can connect directly."

### Referral Card Example:

Include a co-branded referral card with both your services and the services of your Power Team members.

### Social Media Referral Post:

"Shoutout to [Power Team Member's Business] for their amazing work in [Industry]. They're the ones to call if you need help with [specific service]!"



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# FREQUENTLY ASKED QUESTIONS

**Q: How often should I meet with my Power Team?**

**A:** At least once a quarter is ideal, but monthly meetings can be more effective for monitoring referrals and opportunities.

**Q: What if a Power Team member isn't providing referrals?**

**A:** Have a direct, constructive conversation. Sometimes, they might not know how to refer to you, so offering guidance can help.

**Q: How many people should be in my Power Team?**

**A:** Start small with 3-5 trusted partners. As relationships solidify and new opportunities arise, you can grow the team.

**Q: Can my Power Team members be in the same industry?**

**A:** Ideally, they should complement but not compete. If they are in the same industry, ensure they offer different specializations or services.





# OTHER RESOURCES



## **Books on Networking and Power Teams:**

"The Referral Engine: Teaching Your Business to Market Itself" by John Jantsch

This book provides strategies on how to get referrals naturally by delivering an exceptional customer experience. It highlights how to create a referral system, which ties closely to building Power Teams.

"Never Eat Alone: And Other Secrets to Success, One Relationship at a Time"

by Keith Ferrazzi

A classic in networking, this book teaches the importance of building meaningful, lasting relationships in business. It offers valuable lessons on connecting with people who can help you grow your Power Team.

"The Go-Giver: A Little Story About a Powerful Business Idea" by Bob Burg and John David Mann

This business parable focuses on how giving leads to success, which aligns with the philosophy behind referral networking and Power Teams. It encourages generosity and helping others in your network.

"Who's in Your Room? The Secret to Creating Your Best Life" by Dr. Ivan Misner, Stewart Emery, and Rick Sapio

Written by the founder of BNI (Business Network International), this book teaches how to carefully curate the people you let into your professional and personal life. It provides strategies for ensuring your Power Team members align with your goals.

"The Connector's Advantage: 7 Mindsets to Grow Your Influence and Impact"

by Michelle Tillis Lederman

This book focuses on how being a connector—a person who brings people together—can grow your business and build strong Power Teams.