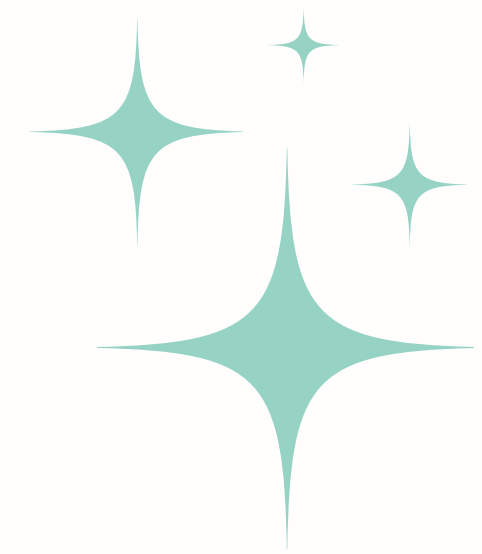
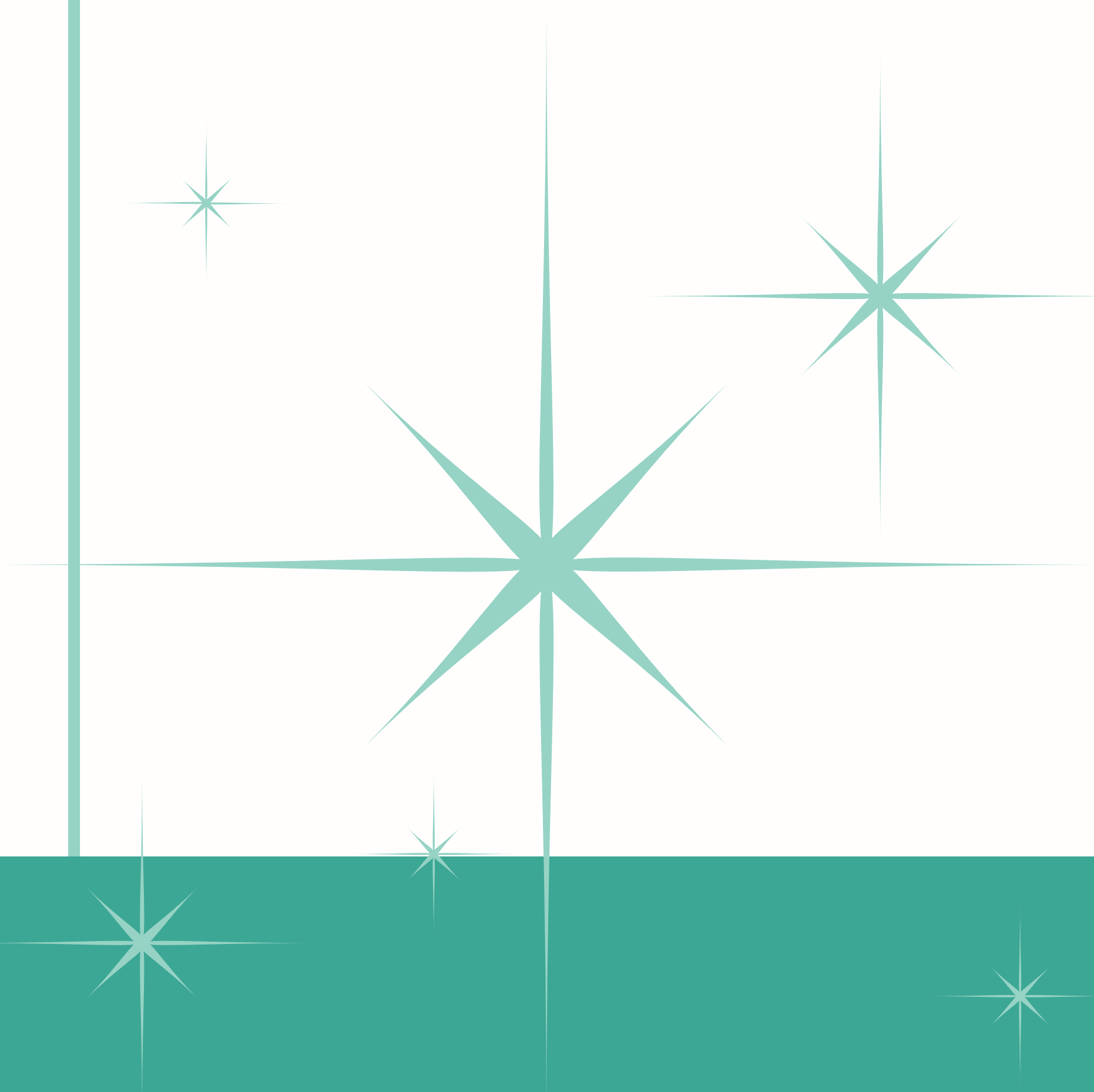
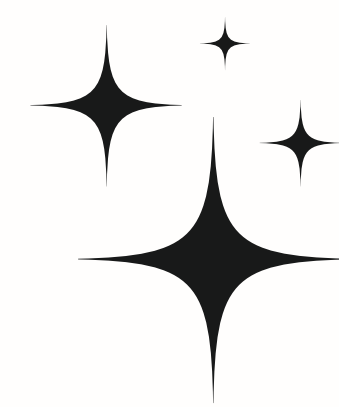


**Klasshey**  
**The CEO**



*The Referral  
Power Method:*

*A Guide for Travel  
Agents to Grow Their  
Business Without Ads*



# Hey y'all!

Welcome to the Referral Power Method! I'm so excited to walk you through this step-by-step process to attract more clients without spending a dime on ads. I know how overwhelming marketing can feel. You're already working hard booking trips, keeping clients happy, and building your dream business. Adding 'figuring out marketing' to your plate? Whew—it can feel like too much, right?

Well, this guide is here to make things simple. I'm gonna teach y'all how to build a client-generating system that works through relationships, trust, and genuine connections. No fancy software, no tech overwhelm—just tried-and-true strategies that work for travel agents. And guess what? You don't have to go it alone! I'll be right here with you every step of the way.

Let's roll up our sleeves and get started!

*Klasshey The CEO*





# Understanding Referrals: Why They Work

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## SECTION 1

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### The Power of Word of Mouth:

Let's get real for a second—when was the last time you booked a restaurant, service, or trip without checking a review or asking a friend for advice? Referrals work because people trust recommendations more than any ad. Think about it: when someone says, 'I know an amazing travel agent,' the person hearing that is already halfway to booking with you.

Here's the beauty of referrals: they come from trust. And that trust doesn't come from big ad campaigns; it comes from the relationships you've already built with people who know and respect you.

### Who Knows You Best?

Y'all, let's start building your referral network. On the next page take a moment to list:

- 1 Past Clients:** Who loved working with you and might tell others about you?
- 2 Friends and Family:** Who can't stop bragging about how awesome you are?
- 3 Industry Partners:** Local wedding planners, real estate agents, or hotels who might refer clients needing travel help.

# Workbook Section: Who Knows You Best?

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## SECTION 1

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Use the chart below to organize your thoughts:

Name	How I Know Them	Why They'd Refer Me	How I'll Reach Out

# How to Ask for Referrals: Without Feeling Awkward

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## SECTION 2

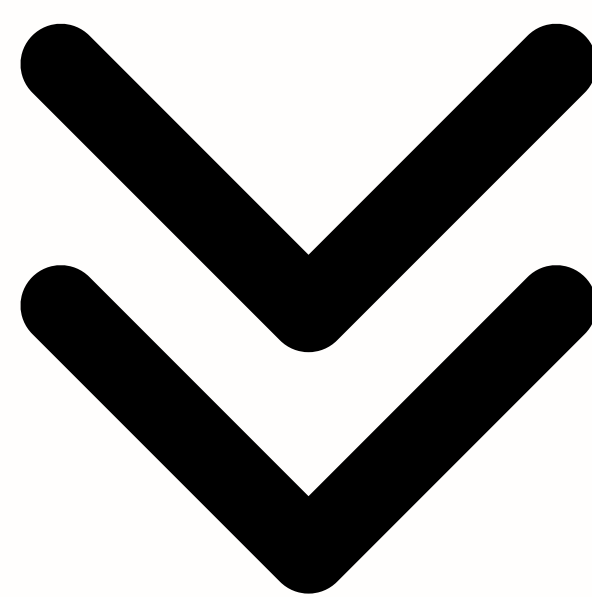
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### The Art of the Ask

Now, let's talk about the big one: asking for referrals. I know some of y'all are already thinking, 'Klasshey, this feels awkward. I don't wanna sound needy.' But listen up: when you've done a great job for someone, asking for a referral isn't a favor—it's an invitation for them to share something amazing with someone else.

[Here's how to do it in a way that feels natural:](#)

- **Be Personal:** Start with something specific, like reminding them about the trip you planned for them or a fun moment you shared working together.
- **Keep It Simple:** Don't make it complicated. All you're asking is for them to share your name if they know someone planning a trip.
- **Make It About Them:** Focus on how they're helping someone else by sharing your expertise.



# Workbook Section: Craft Your Referral Message

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## SECTION 2

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Here's a template you can use:

"Hi [Name]! I hope you're doing well. I've been thinking about the [destination] trip we planned together, and I'm so glad you loved it. If you ever hear of anyone looking for help with their travel plans, I'd love for you to pass along my info. I'd be so grateful, and I'll make sure they have an amazing experience just like you did. Thanks so much!"

Now, write your own version below. Make it personal, make it yours. Ready?  
Go!



# Sweetening the Deal: Making Referrals Fun

## SECTION 3

### Give People a Reason to Refer You

Y'all, people love to help, but let's make it even sweeter for them. What if you offered a little thank-you gift for every referral they send your way? This doesn't have to cost much—maybe a Starbucks gift card, a handwritten thank-you note, or even a discount on their next trip. These small gestures make people feel appreciated, and they'll be more excited to refer you again.

## Workbook Section: Your Referral Rewards

Take a minute to brainstorm what you'd love to offer. Keep it simple but thoughtful. Use the table below to jot down your ideas."

"Pick one or two, and commit to it. Got it? Good!

Referral Gift Idea	Cost	How I'll Deliver It
Starbucks Gift Card	\$10	Email or snail mail
Discount on Next Booking	% Off	Add a note to their file

# Staying Top of Mind: Consistency Wins

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## SECTION 4

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Here's the thing about referrals: they're not a one-and-done deal. To keep them rolling in, you've gotta stay top of mind. This doesn't mean spamming people every week—it means showing up occasionally to remind them you're here and ready to help.

Send a quick message, share a travel tip, or check in with a fun destination fact. It's about staying in the loop without being overbearing, right?

## Workbook Section: Your Follow-Up Plan

Write down three ways you'll stay in touch with your referral sources.

Example:  
Monthly email with  
travel tips.

Example:  
Personal thank-you  
message after a referral.

Example:  
Share an exclusive deal  
with your top referrers.



# CONGRATS!

Y'all, look at what you've just done! You've mapped out your referral network, created a personal and genuine message to ask for referrals, and even added a sweet little thank-you gift to make folks excited to share your name. You've built a system—a real, actionable plan to bring in new clients without stressing over ads or fancy tech.

Take a moment to let that sink in. You're not guessing anymore, right? You've got the exact steps you need to start seeing results.

## Final Accountability Challenge

Here's the deal: once you land your next client using the Referral Power Method, email me with your win at [klasshey@klassheythecoo.com](mailto:klasshey@klassheythecoo.com). Not only do I wanna celebrate with y'all, but I'll also hop on a free 30-minute strategy call to plan your next steps. Sound good? Let's make it happen!

## What's Next?

Ready to take this even further? Just like you grabbed this lead magnet, I'll teach you how to create one that attracts clients to YOUR business. In my Lead Magnet Masterclass for Travel Agents, I'll guide you step-by-step to design a lead magnet that converts browsers into bookings. Ready to make it happen? Click below to join now!

[\*\*CLICK HERE  
JOIN THE MASTERCLASS\*\*](#)