

Bring 3 Get 1 Free Referral Promotion

This is a referral program that you can offer in your Nutrition Club that promotes and rewards your customers, for sending in their friends and family.

What is it?

- A program where you educate your customer, that if they refer 3 people, who come in for a shake, they receive 1 FREE shake themselves.

How do you prepare for it?

- Purchase a 4x6 Index Card Box, and 4x6 lined index cards
- Purchase 4x6 A-Z tabs for the box
- Label outside of box “Bring 3 Get 1 Free”

When a customer comes into your club, how do you explain it to them?

- We have a “Bring 3 Get 1 Free Promotion! When you send in 3 friends to get a shake – you get a FREE one yourself! Just be sure to have them let us know, that YOU sent them!”
 - Optional: Give them 3 invites to hand out to their friends and family – make sure they write their first and last names on those invites so you know where they came from
- Make an index card with your customers name on it and when one of their referrals comes in - write the name of the referral on the index card.
- Always file by either FIRST or LAST name - just be consistent.

Can they bring 6 and get 2 free?

- Yes! For every 3 people they refer, they receive 1 FREE shake!

If they continue to refer, keep in mind that this is an opportunity to invite them to join your team – they are obviously a person of influence if they send in a lot of people! This person may be your next /club owner!