

Referral System Starter Guide

Inside this guide, you'll learn:

- The exact wording to ask happy clients for referrals (without feeling pushy)
- A simple reward system that gets clients talking about you
- How to track and thank referrals

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BEFORE YOU START

Before you dive in, I want to set one clear promise between us.

This guide isn't about complicated systems, awkward scripts, or chasing people for referrals.

It's about building a referral system that feels **natural, aligned**, and easy to maintain- even on your busiest weeks.

Everything inside this guide is designed to be:

- "Simple to implement"
- "Cost-effective"
- "Built on genuine client relationships"
- "Proven in a real spray tan business - not theory"

You don't need to implement everything at once.

Start small. Stay consistent. Let the system work *for* you.

By the end of this guide, you'll have a referral framework you can confidently plug into your business - and trust to grow with you.

Let's get started.



Darlene

TABLE OF CONTENTS

PART ONE

- Refer & Earn
- Welcome
- Goal Setting & Strategic Planning
- Referral Program

PART TWO

- Evaluate & Optimize
- Checklist
- Referral Program Terms & Conditions
- About the Author

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Refer & Earn



In my business, *referrals* became my most reliable source of bookings once I stopped over complicating the process and focussed on client experience first.

Asking for referrals is built directly into our Ten-Step Client Service Method, making it a natural and seamless part of the client experience.

When introduced the right way, clients genuinely enjoy the opportunity to share their experience — and love being rewarded with savings on their next spray tan service.

Goal Setting & Strategic Planning

When you have clear goals – for example, growing your [business/revenue] by [percentage/\$ amount] by [specific date] – it becomes paramount to execute a strategic plan, primarily focused on automation.

Referral marketing, in particular, can be easily set up and automated. My business currently uses Mailerlite for Referral set up & tracking, with integrated analytics to track progress.

I've learned that not every *referral program* works the first time – and that's normal. Small tweaks based on real client behaviour make all the difference.



Referral programs *leverage* the power of word-of-mouth marketing.

They reward existing customers for introducing new clients to your business, thus creating a mutually beneficial situation.

For a beauty business, this can mean increased bookings and a loyal customer base that feels valued.

Designing Your Referral Program

Define Program Goals: Clearly outline what you want to achieve with your referral program.

Common goals include:

- Increasing new client acquisition.
- Boosting repeat business from existing clients.
- Enhancing overall brand awareness.

Cost-Effective Marketing: Referral programs often cost less than traditional advertising.

Trust Factor: Potential clients are more likely to trust recommendations from friends or family.

Customer Retention: Rewarding existing clients can enhance loyalty and retention.

Identify Your Target Audience:

Understand who your most loyal customers are. These individuals are likely to be your best referrers.

Segment your audience based on their purchasing behaviour, frequency of visits, and overall engagement with your services.

Structure Your Rewards: Decide on the rewards you'll offer to both the referrer and the referee (new client).

The rewards should be attractive enough to motivate participation but feasible within your business's budget.

Implementing Your Referral Program

Create promotional materials to spread the word about your referral program.

This includes: Social Media Posts, Share engaging posts about the referral program on your platforms.

Email Campaigns: Send out targeted emails to your client list explaining the benefits of the program.

Automated Loyalty Program: Set up on your POS system. It's ok to start using Google Sheets.

In-Store Signage: Use posters and flyers in your physical location to inform walk-in clients.

Loyalty Cards: Design your own or purchase in the Etsy or Amazon store.

Client Receipts: Insert a Referral Program message, such as *Join Our Referral Program!* Love your service? Share the love and earn rewards!

You and Your Team: You are the best glow team, so get excited and promote!

Train Your Staff: Ensure your glow team understands the referral program and can explain it to clients effectively.

Evaluate & Optimize the Referral Program

Set Up Tracking Systems: Implement a system to track referrals.

MailerLite – My Go-To Marketing Tool

If you're growing a small business and want a simple, affordable marketing platform that actually works, MailerLite is it. I use it for my referral program, email lists, automations, landing pages, digital product delivery – without the tech headache.

👉 Sign up free using my link and start building your list the smart way. [Join MailerLite here](#)

This can be done through: *Referral Codes:* Assign unique codes to referrer's to track their progress.

Digital Platforms: Use CRM software to monitor and manage referrals.

Manual Tracking: Maintaining a simple spreadsheet if your volume of referrals is manageable.

Regularly review the performance of your referral program. Key metrics to track include:

Number of Referrals: How many new clients are coming through referrals?

Redemption Rates: How many rewards are being claimed?

Customer Feedback: Gather feedback from participants to gauge their satisfaction.

Evaluate & Optimize the Referral Program

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Analyze Results Monthly & Be Consistent: Based on the collected data, assess the effectiveness of the referral program. Identify what's working and what needs improvement. Keep it fresh and exciting.

Make Adjustments: Based on your analysis, adjust the program as needed. This may involve tweaking the rewards, changing promotional strategies, or enhancing the tracking system.

Acknowledge, Reward, Recognize and Celebrate top Referrers.

Consider highlighting their success stories on social media, blogs, and newsletters or offering special incentives to keep them engaged and motivated.

We review our referral program on the 15th of every month, and it's treated as a priority task on our calendar — not an afterthought.

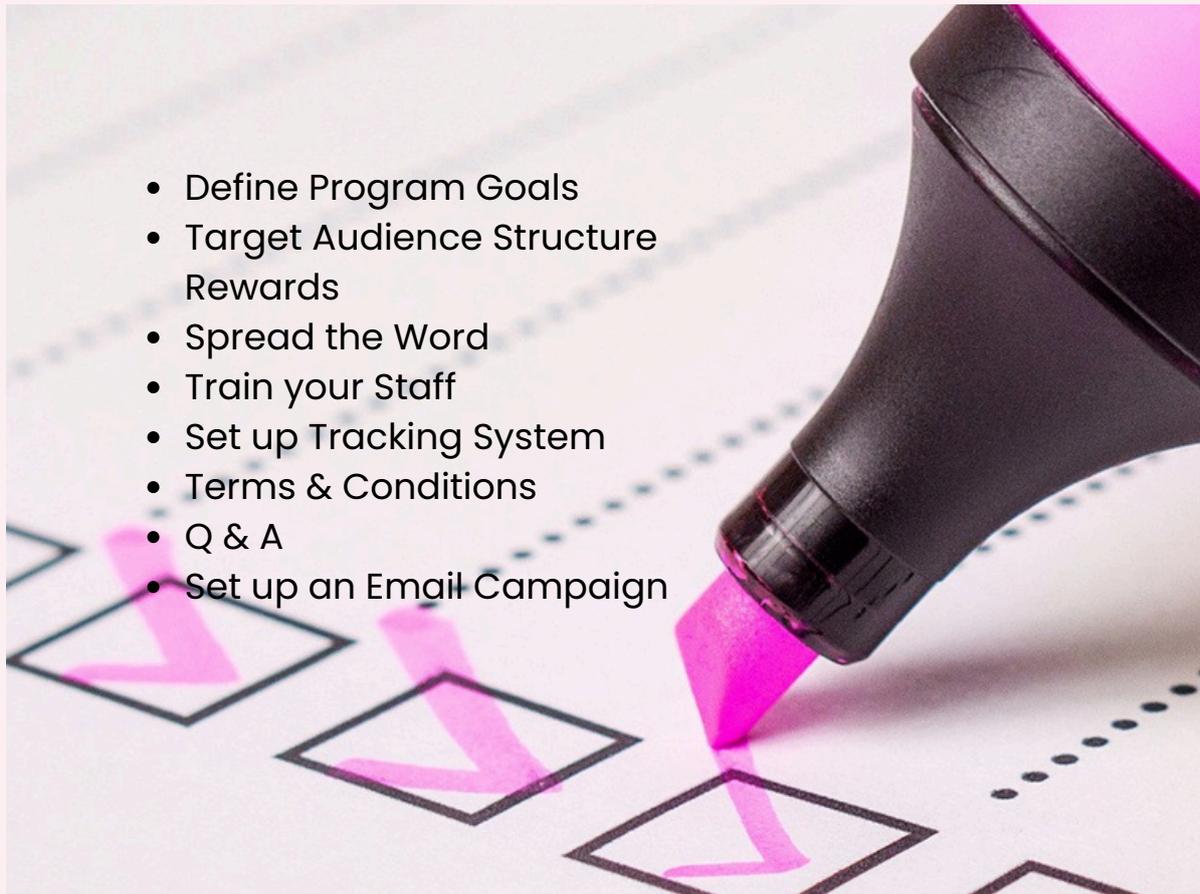
When a referral is earned, we personally reach out with a voicemail message to let the referrer know they have a discount waiting for them. This small, personal touch reinforces appreciation and keeps the connection genuine.

Each referral reward includes a three-month expiry date. This helps clients take advantage of their savings in a timely way and keeps the program running smoothly — no forgotten discounts resurfacing a year later.

We always encourage clients to book their appointment right away, knowing they can reschedule if needed. Flexibility is part of great service, but so is respecting business boundaries. This approach allows us to stay accommodating while maintaining a system that's fair, organized, and sustainable.

When referrals are handled with consistency, clarity, and a personal touch, clients feel valued — and the program works exactly as it should.

Checklist



This checklist is designed to be a **plug-and-play** tool-not homework.

You don't need to reinvent anything. Each step connects directly to the referral framework outlined in this guide.

Use it to:

- "Set up your referral system from scratch"
- "Audit what you already have in place"
- "Stay consistent without overthinking"

You can complete this checklist in one sitting - or work through it step by step over time.

Progress beats perfection. Every time.

Print this page or duplicate it digitally and revisit it every 90 days.

Referral Program Terms & Conditions [example]

Eligibility: This referral program is open to all existing clients of [Business Name]. Both the referrer [existing client] and the referred [new client] must meet the eligibility criteria to participate.

Referral Reward: Referrers will receive [specific reward] for each successful referral. A referral is considered successful when the new client completes their first paid service.

Limitations: Referrers can earn rewards for up to [10] referrals per [month]. Referred clients must be new paid customers. Existing clients or previous clients are not eligible as referrals.

Redemption: Referral rewards must be redeemed within [3 months] of issuance. Rewards cannot be combined with other promotions, discounts, or special offers unless explicitly stated.

Non-Transferable: Referral rewards are non-transferable and cannot be exchanged for cash or credit. They are solely for the referrer and must be redeemed by them.

Program Modifications: [Business Name] reserves the right to modify, suspend, or terminate the referral program at any time without prior notice. Any changes will not affect rewards already earned.

Disqualification: Referrals that are found to be fraudulent, ineligible, or in violation of these terms and conditions may result in the disqualification of both the referrer and referred client from the program.

Program Validity: The referral program is Beta Testing until further notice [Business Name] reserves the right to end the program of its discretion.

General: By participating in the referral program, participants agree to abide by these terms and conditions. Failure to comply may result in the termination of the participant's eligibility.

Date:

Signature: [all parties]



Hello my friend!

You're here because you're ready to grow your spray tan business the smart way — without burning money on ads or begging strangers online for attention. And let me tell you something right out of the gate: Referral Programs work!

I'm Darlene Clattenburg, a Master Spray Tan Artist and Trainer, and the founder of Liquid Sunshine Spray Tan and House of Sunless Training.

I created this guide for spray tan artists who want to grow their business the smart way — without spending money on ads or relying on pushy sales tactics. In my experience, referrals are the most powerful and reliable way to build a booked-out business when they're done naturally and with intention.

The strategies inside this guide are the same ones I use in my own business and teach inside my professional training programs. By the time you're done, you'll have a referral system you can confidently plug into your business and start using right away.

You're building something meaningful.

Let's get you booked out the right way.

#FollowYourGlow

Darlene Clattenburg

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