



PHAROS BUSINESS

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The Client Cloning Method: Clone Your Best Clients in 7 Days

Purpose

Help business owners generate new opportunities from existing relationships by reconnecting with satisfied clients. This course focuses on a simple truth, your best future clients are often connected to your best current clients.

Total consumption time: ≤ 30 minutes

Implementation window: ≤ 7 days

Step 1: Identify Your Best Clients (5 minutes)

Goal: Find the people most likely to generate referrals.

Simple criteria:

- enjoyable to work with
- pays on time
- receives strong results
- part of an active network

Exercise: Create a list of: 5–10 ideal clients. These become the referral seed group.

Step 2: The Check-In Strategy (10 minutes)

The outreach message is not a referral request. Instead, it is a relationship check-in.

Example script: “Hi [Name], I was reviewing some of the businesses we’ve worked with recently and your name came to mind. I wanted to check in and see how things are going since we last worked together.”

Purpose:

- reconnect naturally
- reopen conversation
- create goodwill



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Many clients will immediately respond with updates.

Step 3: The Conversation Framework (10 minutes)

Once the conversation begins, ask three questions:

1. How have things been going since we last worked together?
2. What are the biggest challenges you're working on right now?
3. Are you seeing other businesses struggling with the same issue?

The third question often triggers referral opportunities naturally.

Step 4: The Soft Referral Prompt (5 minutes)

If the conversation flows well, use a gentle prompt.

Example: "If you know anyone dealing with this, feel free to introduce us. I'm always happy to help."

Important principle: Never pressure. Always offer value.

Implementation Plan

Participants should follow this simple schedule.

Day 1 → Identify top clients

Day 2-3 → Send check-in messages

Day 4-6 → Hold conversations

Day 7 → Follow up and schedule meetings

Typical outcomes include:

- new conversations with past clients
- reactivated relationships
- introductions to similar businesses
- new opportunities

Even one introduction can produce significant return.