



# SEASONED CYBORGS

**Thank you so much for being willing to refer me. It means the world.**

The biggest help isn't just giving out my name, but listening for people who are experiencing specific frustrations. My ideal client is a small business owner who is great at what they do, but feels stressed and disorganized by their technology.

If you hear them say anything like the phrases below, it's a perfect opportunity to suggest they talk to me.

- ✓ "I just landed my biggest client ever, and I'm not sure we can handle it."
- ✓ "We're growing so fast, I'm afraid we're going to drop the ball."
- ✓ "I spent all day doing paperwork."
- ✓ "I can never find the file I'm looking for."
- ✓ "We're so busy, things are starting to fall through the cracks."
- ✓ "I'm terrified of getting hacked."
- ✓ "I have no idea if my stuff is backed up."
- ✓ "My old employee might still have access to everything."
- ✓ "I use the same password for everything, I know it's bad."
- ✓ "I feel like I'm paying for a dozen software subscriptions I don't even use."
- ✓ "We do so much manual data entry, it's killing us."
- ✓ "We're about to hire our first employee and I have no idea how to set them up."
- ✓ "I want to grow, but my current process is a mess. It can't handle more clients."

Here is a suggestion on how to guide the conversation into a referral:

"You know, hearing you say that reminds me of my friend, Paul.

He's a Systems Optimizer who specializes in helping business owners enhance and streamline their processes, secure their data, and make sure their technology is actually saving them time instead of costing them. He builds workflows and automations that help you keep your promises without working yourself to death."

He's not a typical 'IT guy'; he helps you build a real strategy.

Would you be open to a brief introduction? I think a 15-minute chat with him would be incredibly valuable for you."

If they agree, the best way to make the introduction is in a group email (my address is [paul@seasonedcyborgs.com](mailto:paul@seasonedcyborgs.com))