



# 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 spent all day doing paperwork."
- ✓ "I can never find the file I'm looking for."
- ✓ "My inbox is a complete disaster."
- ✓ "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."
- ✓ "My computer is so slow, it's driving me crazy."
- ✓ "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 Business Optimizer who specializes in helping owners like you solve exactly that kind of problem—getting organized, securing their data, and making sure their technology is actually saving them time instead of costing them.

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))