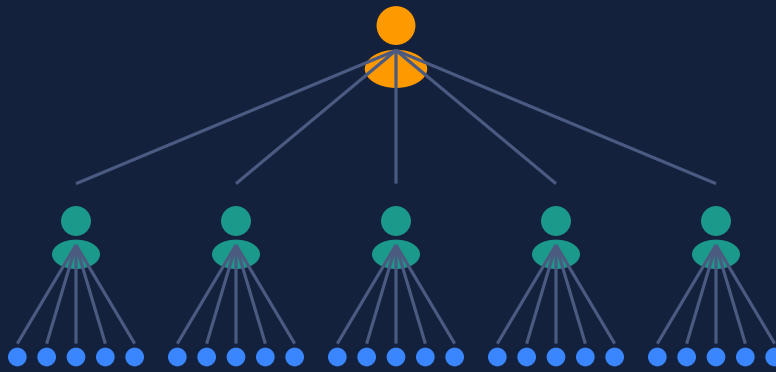


FOR ANY BUSINESS, ANY SIZE

NETWORKING

+ MARKETING + REFERRALS

See how 1 connection becomes 5, then 25, then thousands



Inside

1. The 1-5-25 network effect
2. Growth up to millions: the future picture
3. Reality check + revenue potential
4. Why referrals win
5. Network map, referral loop and ads funnel
6. 12-month roadmap + 30-day action plan

What It Could Mean for Revenue

Turn network size into sales (illustrative example)

Simple formula

Customers = People reached x Conversion rate

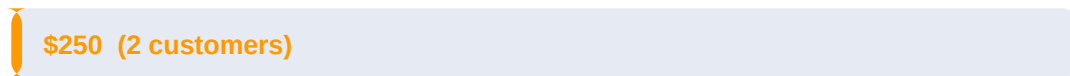
Revenue = Customers x Average order value

Example assumptions: 2% of people reached buy, average order = \$100

Estimated revenue by level (5 introductions each, 2% buy, \$100 order)

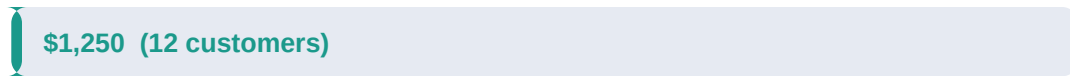
Level 4

125 reached



Level 5

625 reached



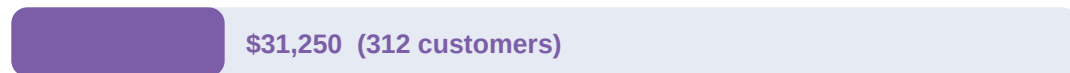
Level 6

3,125 reached



Level 7

15,625 reached



Level 8

78,125 reached



Your numbers

People I can reach: _____

Conversion rate: _____ %

Average order: \$ _____

Estimated revenue: \$ _____

Tip: use your own past sales data. Track how many customers came from referrals.

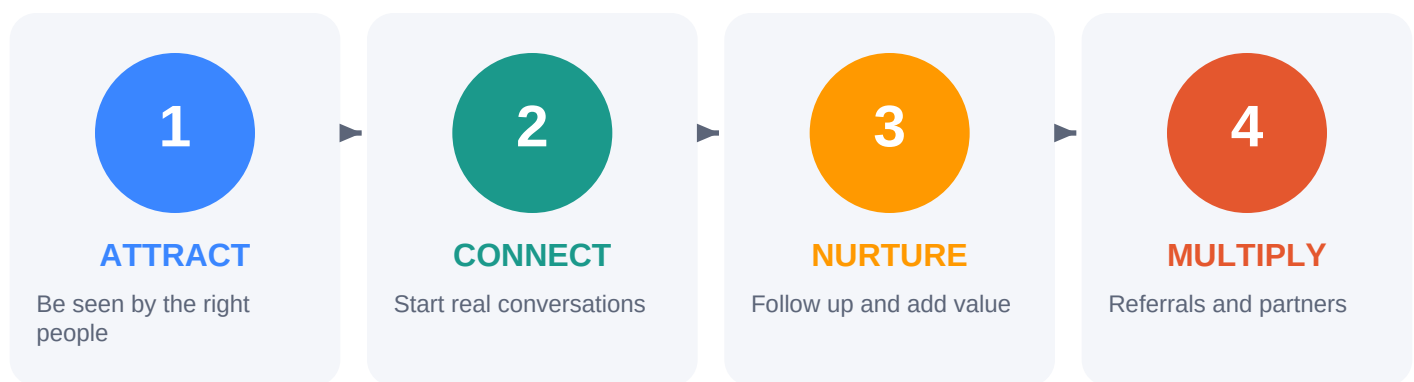
All revenue numbers are examples, not forecasts.

From Understanding to a System

Level 1 = the idea. Level 2 = the machine.



The 4 pillars of Level 2



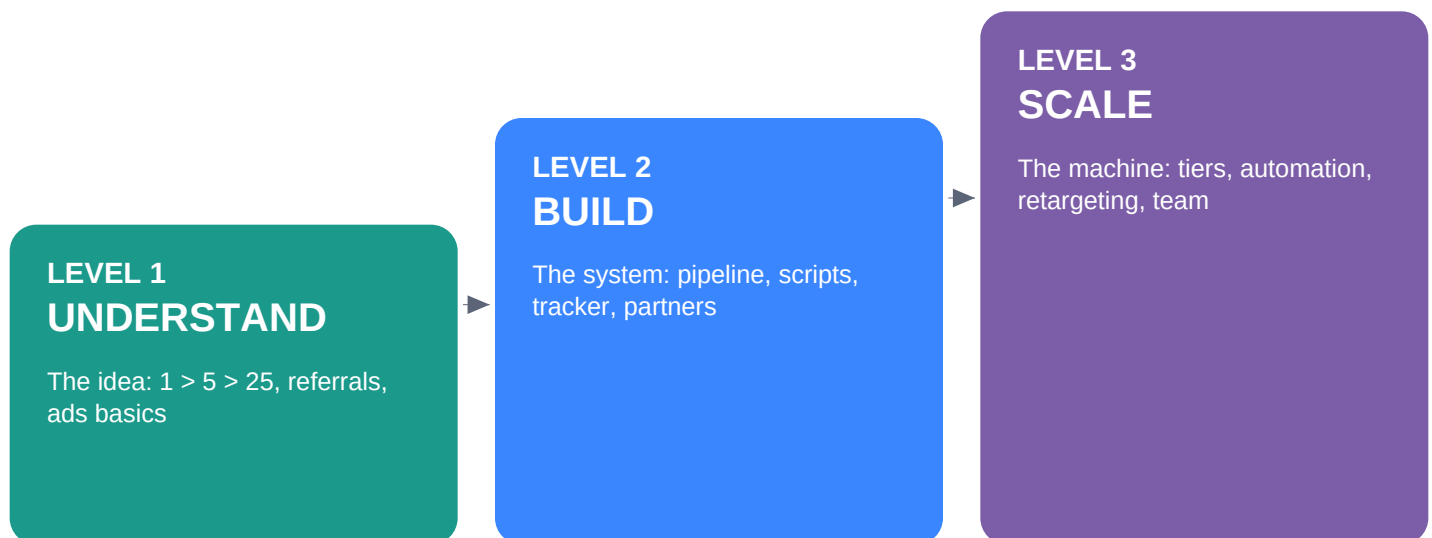
Networking is not luck. It is a repeatable weekly routine: attract, connect, nurture, multiply. Level 2 gives you the tools for each step.

Your Growth Ladder

Level 1 understand. Level 2 build. Level 3 scale.

What Level 3 adds

- Know your numbers: CAC, LTV, break-even
- Referral tiers that reward real purchases
- Automatic follow-ups that save hours
- Retargeting that wins back visitors
- Scaling ads without wasting money
- A small team and a community engine



Scaling does not mean doing more. It means building a system that repeats what already works.

1 Cafe

CAFE

Friends Token

5 friends: a free coffee

10 friends: a free coffee every week for a month



TRACK IT

Stamp on the token and keep a tally in a notebook.

HOW IT WORKS

- 1 Give a numbered token to every regular at billing.
- 2 Friends show the token at the counter. You stamp it.
- 3 Give a stamp for each friend. 5 stamps and 10 stamps each unlock a reward.

PRO TIP

Allow one reward per person per month to protect your margin.

2 Bakery

BAKERY

Sweet Share Card

5 friends order: a free cupcake box

10 friends order: 15% off your next cake



TRACK IT

Write the customer name on every new order slip.

HOW IT WORKS

- 1 Put a card inside every cake box.
- 2 Guests at the party order using the customer's name.
- 3 Count real orders. Reward when the target is reached.

PRO TIP

Parties are your showroom. Add your number on the box.

Example offers only. Every business should choose its own reward and numbers to protect its margin.

10 messages to copy

Replace the [brackets] and send on WhatsApp

1 Thank you after purchase

Hi [Name], thank you for choosing [Business] today. I hope you love it! If anything is not perfect, message me here and I will make it right.

2 Soft referral ask

So glad you liked it, [Name]! If you know a friend who may need [product or service], please share my number. When they buy, I will thank you with [reward].

3 Message for the customer to forward

Hi! I use [Business] and really like it. Show this message when you visit and you get [friend benefit]. - [Name]

4 First message to the friend

Hi [Friend], [Name] thought you may like [Business]. No pressure. Here is a quick look: [link]. Happy to answer any question.

5 Gentle follow-up after 3 days

Hi [Name], just checking if my last message was useful. If now is not a good time, no problem at all. I will not message again unless you ask.

OFFLINE: MEET AND SERVE

- Serve one tight area with fixed delivery slots.
- Start with a small menu you can make well every day.
- Taste, hygiene and punctuality are what people talk about.

ONLINE: BE FOUND

- Post the weekly menu on WhatsApp status and Instagram.
- Set up a WhatsApp Business catalogue with plans.
- Share real meal photos and reviews (with permission).

NETWORK: HOW IT GROWS

BRING 5

5 friends start a plan: 2 free meals

BRING 10

10 friends start a plan: 1 free week

Give each customer a Friends Plan card. New customers say who sent them.

FIRST 7 DAYS

- Day 1: pick one area and one 5-day menu.
- Day 2: cook for 5 trial customers.
- Day 3: build the WhatsApp catalogue.
- Days 4-7: ask each trial customer for 2 friends.

MESSAGE TO COPY

"Thank you for trying our tiffin, [Name]! If a friend wants a trial, share their number. When they start a plan, you get 2 free meals."

WATCH THIS NUMBER

Repeat customers each week

BE CAREFUL

Food needs hygiene care and FSSAI registration. Check local rules.

Enjoyed the sample?

This was a few pages from our 4 visual guides (65 pages in total).

Level 1: understand the network effect.

Level 2: build your system.

Level 3: scale the machine.

Level 4: referral ideas for 24 businesses.

Get the full guides on our website

Questions? WhatsApp us: +91 7023196248

Educational guides. No income is guaranteed.