

# Two Scripts for contacting potential Dirty 30 members

## 1. CALL SCRIPT: Request for Meeting (Referral Partner)

Hi, this is (your name) —I'm an architect/designer. I sent you a quick email earlier today. The reason I'm calling is that I've been asking around for a quality builder who does high-end work, and your name keeps coming up. Thought I'd reach out.

Quick question—do you ever take on referral work from architects?

(If yes:)

That's great. I don't have anything to send your way just yet, but I'm looking to build a go-to list of people I trust to refer my clients to as projects come up.

Would you be open to catching up for a quick coffee sometime? I'd love to hear more about the kind of projects you really enjoy working on, and I can also share the types of work I focus on—see if there's a good fit.

(Then move to arrange a time.)

## FOLLOW-UP EMAIL (Coffee Meeting) – With Soft Pitch

Subject: Great to connect – let's keep the conversation going

Hi [Name],

Really enjoyed catching up the other day—thanks again for making the time.

I've been having a few of these conversations lately with people like yourself who do high-quality work, and I'm starting to form a bit of a referral network. The idea is pretty simple: having a trusted group to refer clients to (and receive referrals from) makes things smoother for everyone, and the client gets a better experience.

Nothing formal at this stage, just building relationships with the right people. You'd definitely be someone I'd love to keep in the loop as that takes shape.

Let's stay in touch—and of course, if anything comes across your desk where an architect could help, feel free to reach out.

Best,

(Your name)

## 2. CALL SCRIPT: Request for Interview (Newsletter)

Hi, this is Shira—I'm an architect based in [area].

The reason I'm calling is that each month I put together a short newsletter for industry peers and potential clients. One of the things I do is interview someone local who's doing standout work—talk about what they're working on and what trends they're seeing in the market.

Your name came up a few times as someone worth chatting to, so I wanted to reach out.

It's a relaxed interview, nothing too formal. You'd get to review it before it goes out, and once it's published I'll send you a version you can use on your website or share with your own network if you'd like. Bit of extra marketing for you.

Would that be something you'd be open to?

(Then arrange date and time.)

## FOLLOW-UP EMAIL: After Interview for Newsletter

Subject: Thanks again – and something else you might be interested in

Hi [Name],

Thanks again for taking part in the interview—I really enjoyed hearing your take on where things are headed in the market. I'll send you a draft soon for review before it goes out.

Also, just a quick mention: I'm starting to build a referral network with a handful of people who are doing great work and who I feel comfortable sending clients to (and receiving referrals from). No big structure right now, just good people helping each other out.

You'd be a great fit for that, so if that's something you'd be open to chatting more about, I'd love to include you in the loop.

Speak soon,  
(Your name)