

Source

▶ Episode 57 - 10 Strategies For Adding 10+ Referrals A Month (1 of 2)

▶ Episode 58 - 10 Strategies For Adding 10+ Referrals A Month (2 of 2)

<https://www.marketingspeak.com/build-a-referral-system-with-tom-kelly/>

Notes

Outline

Subject: How to generate more referrals / How any local business can generate more referrals

Problem: a lot of people miss out, especially when it comes to word-of-mouth marketing.
Many talk about word-of-mouth marketing as the greatest way to grow your business.

Agitate: Well, great so how does that work? For most businesses, word-of-mouth marketing is crossing your fingers and hoping that you'll get clients however hoping people just show up and talk about your business is not a systematic or sustainable way to scale your business.

Solve: If you want to generate more referrals you must first ask yourself

Why would someone not refer me?

The most common reasons are

One - People are worried about their personal reputation./ Do they trust you?

Two - You do not pre-frame that you are looking for referrals from your customers / setting the table or setting that expectation right up front. "What would need to happen so that you're jumping up and down, wanting to give me a referral?"

Three - You do not measure your referral process / what gets measured gets managed
How is that system working? Do I have a way of tracking this? This one is super important for you not just for referrals. Once I start tracking the efficacy of my lead sources

Does it wow them like Arno's unethical negotiable skills?

are you referable?

Close: If you want to know if your referral system is working or if you building one from scratch, check out my free referral system checklist

This whole system has way too much information to put in an article

P.S People regularly pay me thousands to learn how to build this but you can have it for free

Headline Brainstorm

How to generate more referrals

How any local business can generate more referrals

Are referrals your number one source of getting new clients?

How any business can generate more referrals

Getting clients to refer you is easy... If you know the best-kept referral system

If you are not using this referral system... The competition is stealing your prospects with a story as half as good as yours

There is a 100% measurable way to generate more referrals

Replace the old-fashioned way of getting referrals with this 100% measurable referral system

Replace the old-fashioned way of getting referrals and get referrals without even asking!

Give me 10 new clients and I'll have them refer me 50 new ones

No one to refer you? How to have existing clients calling and begging to refer you

Is your business a referral

Here is a method that is helping local businesses generate more referrals on demand

First Paragraph

If you want to learn how to create a system that will turn your word-of-mouth marketing into a lead-generation machine then you are in the right place.

Especially in my wheelhouse of local businesses that are "behind the times" on this 100% measurable way to attract new clients.

I'm notorious for saying this and happy to finally put it in an article

"Give me 10 new clients and I'll have them refer me 50 new ones."

It's all based on this technique that I am about to share with you.

Let's begin / By the time you are done reading this, you will have the knowledge to transform your word of mouth marketing into turning words into profit

This approach has had a lot of success, over the years I've watched partners make a big impact on the value of their referrals.

First Draft

Here is a method that is helping local businesses generate more referrals on demand

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The Quickest Way To Double Your Business

A lot of people miss out on this and in a world where everyone wants results immediately, they tend to overlook the simple solutions... especially when it comes to word-of-mouth marketing.

I have also been a victim to this "If it's quick to give me results it must be complicated."

Many talk about word-of-mouth marketing as the greatest way to grow your business, however, they take their referrals for granted.

I will tell you that the **easiest way** to double your business is to get every one of your clients to refer you to one new client.

Well Great, So How Does That Work?

I will gladly tell you.

When I first start working with my clients I ask them "Hey how do you do at getting referrals?"

The majority of the time I get a response like "Well we do pretty good, we get a lot of referrals."

The answer to my next question is a key indicator on whether or not I would be a good fit and step in and help them get more clients.

“What Is A Lot?”

And 99% of the time they have no idea how many referrals they are getting.

They take whatever referrals they get and are happy to have them but they have no system in place to measure how many referrals they are getting.

If your answers are similar, There is a good chance that being casual about your referral has cost you untold amounts of money.

It's A Shame Because Getting Clients To Refer You Is Easy... If You Know This Referral Method

In most cases, your satisfied clients forget about you until they need your services again, and to top that off they have to strain to remember your personal or business name...

“What was that guy's name again who works over there at Rocket City?”

“Who fixed this breaker box last year?”

They can't even find you to buy from you.

Let alone refer anyone to you and be alert for opportunities to refer to you.

How To Prevent This From Happening

“Omnipresence.”

This one will set you miles ahead of anyone else, especially local businesses that are notorious for lagging behind.

You must become visible in between transactions and put yourself in a top-of-consciousness position.

Where small gaps of time go by between you reminding your customer or client of your relationship

I can't emphasize this enough: if you are not doing this, you are missing out on the biggest unexploited value in your business.

Truth be told even if you can deliver that “great experience” they just don't refer you because they are not thinking about you they are thinking about themselves.

I proved this to two clients recently which sparked me to write this article.

Both had great client reviews, an exceptional products and services, with every reason to be referred based on their outward appearance.

But at the end of the day

Words Talk, Numbers Scream

Once we replaced the old-fashioned way of getting referrals with my referral system they saw a significant increase in sales in just two months.

Now this whole system has way too much information to put in an article.

If you want to know if your referral system is working or if you building one from scratch, check out my free referral system checklist

P.S People regularly pay me thousands to learn how to build this but you can have it for free

Second Draft

Here Is A Method That Is Helping Local Businesses Generate More Referrals On Demand

If you want to learn how to turn your word-of-mouth marketing into a lead-gen machine then you are in the right place.

This is especially relevant for local businesses that are 'behind the times' in attracting new clients.

I'm notorious for saying this and I finally get to put it in an article

"Give me 10 new clients and I'll have them refer me 10 new ones."

It's all based on this system that I am about to share with you.

Let's begin

The Quickest Way To Double Your Business

Many talk about word-of-mouth marketing as the greatest way to grow your business; however, almost all local business take their referrals for granted.

It is utterly unacceptable not to establish a direct relationship with your customers after their purchase. You must market to these customers to drive upsells, repeat purchases, and referrals.

It's a shame that people miss out on this and it's part of the world we live in where everyone wants immediate results and they tend to overlook the simple solution...

Now...

Here is the easiest way to double your business: Get every one of your clients to refer you to a new client.

So How Does That Work?

When I first start working with my clients I ask them *"How do you do at getting referrals?"*

The majority of the time I get a response like *"Well we do pretty good, we get a lot of referrals."*

The answer to my next question is a key indicator on whether or not I would be a good fit to step in and help them get more clients.

"What is a lot?"

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<response mechanism>

Grease

<https://www.smartswipe.dev/meta-guide>