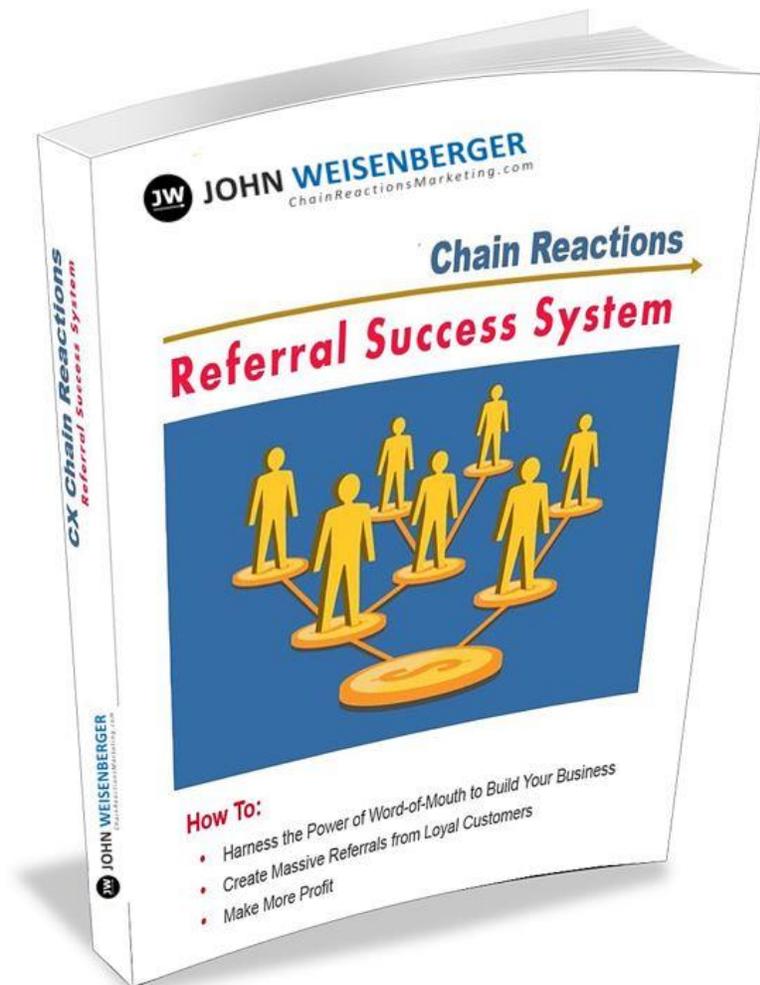


Chain Reactions Marketing® Referral Success System

How To Harness The Power Of Word-Of-Mouth
To Build Your Business



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Introduction

Referrals are essential for growing your business. Especially if you're a small business or a service provider, getting referrals may be the single most important way that you build your client or customer base.

Word of mouth has always been the most powerful way that businesses grow. If you have a well-defined ideal prospect, a good offering, and a system in place for getting and using referrals, you can grow your business with the quality clients and customers it needs. And all at a minimal cost.

Referrals also offer benefits for your company's reputation. When people like your company and tell others about it, you gain a great deal of trust and credibility. These are the primary reasons that referrals are so important.

This course focuses on how to get referrals for salespeople, solo service providers, entrepreneurs, small businesses, independent consultants and coaches; all people that rely on word of mouth to grow their business. The focus is on building the foundation you'll need for an effective system of securing referrals. The program is aimed at businesses that are already going, but anyone can use the information it contains.

In this course, you'll learn:

- Why referral marketing is so important to your business
- The 7 steps of an ideal referral marketing system
- How to define your ideal prospect
- How to identify and get the most out of potential referral sources
- How to leverage contacts you have now for more referrals

- Ways to reward contacts for referring others
- Three different types of requests for referrals (email, face to face and social media)
- How to write a recommendation message to give to referral sources to use for you
- How to design a follow-up strategy for converting referrals into customers or clients
- How to design a follow-up strategy for maintaining your relationship with referral sources
- How to draft an action plan for building your referral marketing system.

By the end of the course, you'll have everything you need to create your own referral system and start putting it into use.

Overview: 7 Steps to Referral Marketing Success

This course is broken up into 7 steps:

1. Define your ideal prospect
2. Identify potential referral sources
3. Develop a motivating offer
4. Craft your referral request
5. Outline your recommendation message
6. Design a follow-up strategy for converting referrals
7. Design a follow-up strategy for keeping up to date with referral sources

Once you work your way through these 7 steps, you'll have your referral marketing system ready to implement. Just remember to monitor the system's effectiveness and make tweaks along the way to streamline your system and make it more effective.

7 Steps to Referral Marketing Success



Step 1: Define Your Ideal Prospect

The first step is to define your ideal prospect. You need to clarify the type of client or customer you're looking for so that you can communicate this to your referral sources. If they know exactly what kind of prospect you're looking for, it's easier for them to refer these people to you. Identifying your ideal prospect involves creating an individual profile, as if that target customer were a real person.

Your Current Customers

The simplest way to create an ideal client or customer profile is to look at your current clients. Identify those that you feel are ideal. These are the ones who most suit your company and bring it the most benefit. You can also consider good clients or customers and think about how slight differences in their profiles could make them an even better fit. Use their profile as a template and make changes.

If you don't have any specific clients or customers currently that you can use as avatars, you'll need to define the prospect's characteristics from scratch. You can do this by considering several factors.

Specific Demographic Information

Consider basic demographic information like location, age, gender, socioeconomic status, and so on. Take into consideration their business and the current stage of their business; for example, an ideal client may be someone whose business is well established.

Also consider psychological factors like the prospect's attitudes and beliefs. For example, you may identify as an ideal client someone who considers himself or herself as an individual who goes against the grain.

Niche or Industry

You may want to identify the prospect's niche or industry. If you're an online

service provider or a B2B business, this is a good thing to consider. You may prefer to serve those in, for example, the tech industry. Brainstorm a list and include not only your ideal niche but also others that you don't mind catering too. It's good to have some flexibility here.

Problems and Concerns

As part of your ideal prospect profile, focus on the problems they face that you could help them solve. Getting referrals is all about building relationships, and you do this by offering help to prospects that are referred to you.

This also establishes their ongoing need for your business. If you help them solve a problem they face routinely, they will always need your services. If you're a content writer, for example, your ideal prospect will probably be someone who has a blog that needs content, rather than one who hasn't set up a blog yet.

Stay Flexible

The only problem with creating a prospect profile is that it could be too narrow. You don't want your referral sources to say, 'I don't know anyone like that.' One way around this is to create multiple profiles for different categories. You can then convey only the right profile to each referral source.

When you identify and attract the perfect prospect, it creates a win-win situation. You'll both be happy with the fruits of your relationship together, and you'll end up getting more referrals from them.

Activity

Fill in your Target Client description below, including details for each category and a summary paragraph.

Target Client Demographics	
Age	
Gender	
Income Level	
Family Situation	
Location	
Other	

Niche or Industry	
1	
2	
3	
4	
5	
Problems and Concerns	
1	
2	
3	
4	
5	

Summary:

Step 2: Identify Potential Referral Sources

There are a number of ways to connect with people and get referrals. With access to the internet, there are even more than ever before. With so many ways to connect to others, it's important to identify a few key sources that will bring you the greatest results for your efforts.

Examples of referral sources include:

- **Customers and Clients** – Your current customers and clients may be one of your best sources for further referrals
- **Social Media** – Sites like Facebook and LinkedIn are great for networking and getting referrals
- **Online Forums** – Join online forums and use them to interact with potential prospects – both referral sources and clients
- **Community Events** – Events in your community can provide a valuable way to meet people who can introduce you to others.
- **Organizations** – Joining organizations like your local Chamber of Commerce can also yield great networking opportunities

Only the Best

Each referral source that you use takes your time and energy, so it's important to narrow things down to a few key sources that yield the most results. The only way to know which referral sources are best is to use them and measure results.

Again, look at the referrals you've gotten in the past and ask yourself where they came from. If you're not sure where your clients or customers came from, feel free to ask them. It's important to know this information.

Likewise, you should drop referral sources that don't bring you prospects. If you've been using an online forum to meet prospects and the fifteen minutes you devote to it each day isn't bringing you anything, quit using the forum. You need to use your time in the most efficient way possible.

Keep in mind that offline referral sources will always take more of a time commitment than online. However, face-to-face contact is usually more powerful than meeting people online.

Where Are Your Prospects?

If you're not sure which sources to try, look for your ideal prospect (who you identified in the last module). Where do they hang out online and off? Where can you come into contact with them and others like them? It may take a bit of research, but find out where they are and go to them.

Fine Tuning Your Referral Sources

It's unlikely that you'll choose the perfect handful of referral sources right at the start. What's more likely is that you'll try a few and see what happens, dropping those that don't work and trying new ones out. For example, you may find that Facebook doesn't bring you valuable referrals and then try out other social media sites that are more specific to what your business does.

This last part is the most important – you always need to be trying out new referral sources. The number of potential sources is virtually unlimited and you never know without trying which source may bring you valuable prospects.

Activity

Fill in Referral Sources below. Conduct research as needed to make a list of places both online and off where you can go for referrals.

Resource	Details	Benefits
e.g. Online bakery forum	www.bakersdozen.com/forum	Insight into the competition

Step 3: Develop Your Motivating Offer

Sometimes referrals just happen. But they happen much more often when you offer some kind of reward. People will refer you because they like you and you did something good for them, but even more will refer you when they have something clear to gain from it. This is why it's a good idea to make a motivating offer.

What to Offer

There are many ways to offer something to your referral sources that don't cost you a great deal. You can give them a discount or special deal when the leads they refer turn into customers or clients. One reward is to offer extra work or extended service for their referrals. You can give them exposure as a reward by featuring them on your blog or website.

When deciding what to offer, it's important to consider what you can do without stretching your resources. Your motivating offer needs to be consistent, so it must be something you can consistently offer. For example, if you're a video producer and you reward each lucrative referral with a free video, ten good referrals in a week mean you have to make ten videos. Make sure you can keep up.

The best motivating offer is one that truly helps out the referrer. What do they want or what would help them in a significant way? If your offer helps them, it will have a much higher value to them, monetary or not.

Formal vs. Informal

There are two approaches to offering a referral reward. One is to create a clear policy that you state to clients and customers. This is a reward system that is clearly stated. They know that if they refer someone to you, they'll

get the reward.

The other approach is to do it informally. It's not officially stated to the prospect, but when they refer someone to you, you surprise them with the reward. The formal method may get more referrals since it's clearly stated to your clients and customers, but the informal method provides the WOW factor. Since they weren't expecting it, the reward exceeds their expectations.

Reward the New Prospect?

It's obvious that you should reward the referrer. But should you also reward the new prospect? Depending on your business and its offerings, it may be beneficial to offer the prospect a reward as well. This is a good strategy because it starts off your relationship with the new prospect on a good footing. You offer them a great deal upfront when they've done nothing at all to deserve it.

This strategy can also be used to let the new prospect know about your referral program. They realize that they also can benefit from referring others to you.

Deliver on Your Promises

The most important thing is to deliver on your promises. If you offer a reward for referrals, make sure that reward is exactly what you said it would be. This is a major factor in keeping peoples' trust. If you don't deliver, you'll lose it.

Activity

1. Use the Motivating Offer brainstorming area below to list possible rewards for referrals
2. Select one offer and plan how it would be delivered and monitored

Offer	Details
e.g. Discount	"20% off all products for each successful referral"

Offer 1:
How deliver?

How monitor?

Step 4: Craft Your Referral Request

Although referrals happen naturally, you get many more by asking for them. There are many ways to ask for referrals, but the important thing is that it's a clear part of your process.

The Referral Letter

The traditional method for asking for referrals is to send a referral letter. This is a letter that you send to referral sources asking them to refer others to you. The letter also serves the purpose of reminding the potential referrer that you're there. It increases the likelihood that they'll refer someone to you in the future.

Today there are many ways to reach out to potential referrers online, such as email. But the standard letter is very powerful for a number of reasons and many businesses still use it today, even with all of the electronic communication options available. Letters are powerful because they're physical, tangible and distinctive. The receiver physically opens the letter and reads it, and this has a bigger impact.

Drafting Your Letter

Create a standard template that you can change based on who you're sending the letter to. The letter should:

- Remind the person of who you are
- Explain what your business does and how it helps

- List the benefits for the referrer including the motivating offer and how it helps them
- Identify your ideal prospect
- Include a 'thank you' in advance.

You may also want to include a reminder of what sets your business apart from others so that they can convey this to the prospects they refer to you. You might also mention that the reason you're asking this person is that they are such a valuable client or customer for your business and you'd like more of the same.

The tone should be cordial and professional because you may be sending the letter to people you haven't been in contact with for a long time.

When contacting people on social media or through email, you can use a simplified, more casual version of the standard letter. It's good to be casual and friendly, but keep the tone professional.

The Next Step

Whether asking for referrals through a standard letter, electronically or face-to-face, it's important to let the potential referrer know how you'll be contacting the person they referred to you. They should understand what your process will be for communicating with that person. Depending on the situation, the referrer may want to play a part in the process, such as introducing you face to face.

Keep in mind that you don't need to only ask those you've helped in the past. Even if your product wasn't a good match or you were unable to work with a potential client, they may still be able to refer people to you.

See the pack extras for sample referral letter templates.

Activity

Craft 3 different types of referral request messages using the Referral Request area below:

1. Face to face with a customer (practice it with someone and get feedback)
2. Email to someone you met at an event
3. Social media, such as a private message on LinkedIn or Facebook

Face to Face

Point	Details
e.g. Who You Are	"We are the largest bakery in the local area"

Email

Part	Details
Subject Line	
Opening Paragraph	
Main Body	
Closing Paragraph	
Signature	
P.S.	

Social Media

Website	Medium	Message
e.g. Facebook	Private Message	"It was great to meet you..."

Step 5: Outline Recommendation Message

Don't leave it up to your referral sources to decide what to say about you to potential referees. They need your guidance and you need some control over the messages. The next step is to decide what you want your referral sources to say about you and write this out.

What You're All About

What are the key points or highlights that make you someone the referrer wants to recommend? You need to define what you do and what you're about, and it needs to be quick and concise. Pare it down to just the essentials and try to make it 20 words or less. It needs to be short enough that people can take it in at a glance.

Your message needs to communicate what's important without all of the unnecessary details. Unnecessary details take up space and can block the important parts of the message. If the information isn't relevant or appropriate, the message could lead the prospect to think, 'This isn't for me.'

For example, a potential client needs to know that you're an app developer with a specialized skill set who has helped 40+ businesses develop their own proprietary apps. The prospect doesn't need to know that you volunteer at an animal shelter or that you play in a band.

What's Appropriate?

There are times when personal details are okay to include. This is when they're relevant and they increase your value. They may be things that resonate with the prospect. For example, you may want to convey not only that you're a solo entrepreneur but also that you're a work-at-home mom.

This endears you to other parents who also work online.

Prioritize Topics

Identify all of the different elements in your message and evaluate which are most important to the prospect. Put these elements up front and make them the focus of the message, rather than the qualities that are most important to you.

Format Your Message

One option for formatting your message is to write it out word for word and give it to your referring sources. You can insist that they send or read it as-is, but it should be as natural as possible. For this reason, it's better to simply give them the message and let them put it into their own words.

You may give them a simple outline with three prioritized points you want them to mention to the prospect. Give them the opportunity to customize it for different prospects and a few guidelines on how to do this without obscuring your message.

Activity

Create your outline recommendation message to give to referral sources to use. Cover each of the topics mentioned in the module using the Recommendation Message worksheet.

Step 6: Design a Follow-up Strategy for Converting Referrals

It's not just enough to collect names referred to you. You need to 'convert' those referrals and get them to take whatever action you want them to take, whether it's buying from you, hiring you for work, or something else. If you get the right kind of referrals and build a strong relationship with them, it's much easier to convert them.

First Contact

At your first point of contact with a prospect, explain who you are, what you do and who referred them to you if they don't know this already. Give them your contact information and request to connect with them on social media or wherever else they are online. At this point, you can either discuss with them how you can help them or arrange a time to meet and talk about it.

The Elements of a Good Follow-up

First of all, you need to follow up in a timely manner. Many good connections get lost because too much time passes between the first contact and the follow-up. You need to respond as soon as possible, while the encounter is still fresh in both of your minds.

The tone should be helpful and friendly, with no strings attached. Don't sound like you're begging or asking for something. Emphasize how you can help them and keep the focus on their needs. Leave it open for them to say no if they're not interested.

Deliver on any promises you made on your first encounter and use your follow-up as a way to maintain contact from now on. Establish regular points of contact if possible so that you stay on their radar.

No Strings Attached

It's important to realize that your follow-up may not lead to anything tangible at all. You may not get sales or jobs out of it, and you have to be alright with that. Your rates might be too high, your product may not be of interest to the prospect, or you may not be a good fit for each other.

Even if you're not able to help the person, keep it friendly and stay in touch. You may be able to provide value for the prospect in other ways and they may refer you to someone who is a better fit. You also may be able to refer someone to the prospect.

Create Your Follow-up Strategy

Create a strategy and process for following up with contacts. Create a timeframe for communications with them. Draft a standard follow-up letter, email or script to use as a template and change as necessary.

Keep track of your interactions with prospects. You should know at what stage of the process you are with them. Maintain a file of referrals and your communications with them. If you're organized, you'll get better results from your efforts.

Activity

1. Design your strategy for following up with referrals using the Referral Conversion Strategy worksheet and the sample timeline provided.
2. Draft your follow-up letter to send after your first contact

Step 7: Design a Follow-up Strategy for Referral Sources

You need to follow up not only with the new prospects you've made, but also with the individuals who referred them to you. It's important to maintain these relationships because they can send more referrals your way. It's essential to show your appreciation for what they've done for you and keep them up to date on your progress with any leads they've sent your way.

Your Follow-up Template

Once again, create a template for your communications. This will be a follow-up template for those who referred prospects to you. It should remind them who you are (if necessary) and thank them for the referral. It's really easy to forget to do this in all of the excitement of a new business opportunity, but you absolutely must say thank you.

If the referral and contact were made through email using CC, tell the referrer you'll continue the conversation with the prospect and cut the referrer out of the CC. You don't want to keep sending them every communication between you and the prospect. But keep them informed until you've moved forward with the prospect.

Offer Help

The best way to continue to strengthen your relationship with referral sources after the referral is to once again offer to help them. See if there is any way you can say thanks by providing something that can help them in their own business. Keep in mind the big favor they've done for you.

Staying up to Date

After the initial follow-up, contact your referring sources occasionally to once again say thanks, but even more importantly to inform them of any changes to your business, your offerings and so on. This may open up new opportunities. If you've moved into a new area of business, they may have new people they can refer to you.

It's good to conclude an update message with a reminder that you're looking for referrals and that you offer a reward for prospects sent your way.

Key Referrers

It may be useful to identify key referrers. If there are certain individuals who have sent a great number of good referrals your way, you should know who they are and treat them especially well. These are the people that are the most enthusiastic about your business and they're the most likely to refer more quality prospects to you. Make a special effort to keep in touch with them and go the extra mile to offer them your help.

Keep Track of Communications

Like your follow-ups with prospects, create a system for keeping track of communications between you and your referring sources. Create a timeframe for keeping them up to date and maintain your relationship with them.

Activity

1. Design your strategy for following up with referral sources, using the Referral Source Follow-Up worksheet below and the sample timeline provided.
2. Draft your follow-up letter to send to your referral source after you've first contacted a referral.

Topic	Message
What you do	e.g "Get architect recommendation"
Relevant Personal Details	
Priority Points	

Timing: When to Ask for Referrals

When is the best time to ask for referrals? Timing is important, so this is a crucial part of your referral system. In this section, we're primarily going to look at the question of when to ask customers for referrals. However, some of the same principles hold true when asking for referrals from non-customer sources.

If you're asking for referrals from a customer, traditional sales wisdom says that the best time to ask is at the close of the deal. The customer or client has gotten what they want and they're feeling good about the transaction. But today many consider this approach too aggressive.

Modern sales wisdom says that it's better to build a relationship with the client or customer over time. It's not good to appear pushy. Asking for a referral after the close of the deal when the prospect is finished and ready to move on can feel like an intrusion. Moreover, they may not have seen actual results yet, so they aren't necessarily ready to recommend you.

Unfortunately, it's far more complex than that. There is no one sweet spot when it's appropriate to ask for referrals for any situation. It depends on the nature of your business, your relationship with the person, and a variety of other factors. The only way to discover the right time to ask is to consider the situation carefully and then experiment and learn through trial and error. Here are some things to consider.

Results Are Everything

The reason that traditional sales wisdom recommends asking for referral at the closing of a sale seems obvious at first. The customer can see the tangible results of their relationship with you. It can be a good time to ask for a referral at this point since the person has seen exactly what you can do for them and others. They may have another person in mind who could benefit from the same results.

Just remember that not all transactions show results right away. Depending on the nature of your business, you may be better off waiting until your customer has seen real benefits, and then approach them for a recommendation. It's also a great way to keep up your relationship with that customer.

Compliments, Compliments

When a client or customer compliments you on the quality of your work, this is a good time to ask for a referral. They're already thinking good things about you and you can ask them if there are others they know who could benefit from your work. Remember to keep it focused on the benefit for them and the people they know, rather than your own business.

However, there's also no harm in explaining that it will help you build your business. Most people understand this and appreciate your honesty and transparency. If they've truly benefited from your work, then they'll be quite happy to help you build your business further.

Asking for Referrals Early

Sometimes, it's good to ask for referrals before your prospect has even received any benefits from your work. For example, you might ask a customer for a referral before they've purchased from you, or ask a client for a referral before they've hired you to work for them. If they're excited about the work or the product you're about to deliver, it can be best to strike while the iron's hot.

Of course, you'd still better deliver on all your promised results or the whole thing can severely backfire on you later!

When NOT to Ask

Although it varies according to the situation, there's one time that's

universally considered inappropriate to ask for referrals, and this is when you're presenting a bill or dealing with payment. Asking for referrals at this time can make it look like you're more interested in money than in helping others. Payments remind your referrer that you're running a business rather than simply helping out.

Never Fear

Many people miss opportunities or fail to ask for referrals because of fear. They're afraid they may be imposing or looking like they're desperate. But if you remember that you're only offering to help rather than trying to pad your pocket, this helps to make it easier. The worst a potential referring source can do is to say that they don't know anyone at this time.

Activity

1. For your list of referral sources, identify where you are in your relationships in terms of when you could ask for a referral.
2. What do you need to do to get to the point where you can ask?

Next Steps: Complete Your Referral Marketing Plan

In order to get the most out of referrals as possible, you need a good system. You now have all the tools you need to create a system for your business.

Go back through the worksheets that you've done so far and make revisions where needed. Use them to create a comprehensive referral marketing plan.

Use the final **Referrals Action Plan** in your workbook to make a list of things that still need to be done in order to put your system into place, and give each item a deadline so that you'll definitely get them done.

Remember that you're not trying to 'get something' out of your referrals. You're trying to create a situation that will be beneficial for everyone involved. If you keep this mindset, you'll make lucrative connections with the right people.

Appendix A

Sample Referral Request Letter #1: Industry Colleagues

Dear (name),

It was great meeting you at [wherever you met this person – e.g., industry event or online forum]. I’m writing to follow-up on some of the things we discussed.

Since we have some crossover in our markets, I’m hoping I can assist you in some way in growing your own business. Please let me know where I can help!

In the meantime, can you do me a favor? Would you be willing to refer me to a few people who could benefit from my own products and services? I even provide [motivating offer, if relevant] to people who refer customers!

As a quick reminder, here’s what my business has been providing for our customers:

- (Benefit 1)
- (Benefit 2)
- (Benefit 3)
- (Benefit 4)

We work with several different types of customers, but the ones we can help most are:

- (Customer attribute)
- (Customer attribute)
- (Customer attribute)
-

If you know anyone who could benefit, just jot down their names and contact information below.

I’ll let them know that I got their name from you, if that’s ok.

I will also be sure to let you know the outcome of my contact with them.

I’m enclosing a few business cards in case you’d like to tell people directly about my company.

Please let me know if you have any questions, and be sure to let me know how I can help you too!

I'm looking forward to speaking soon.

Kind regards,

[Your Name]
[Your Title, Company]
[Your Contact Information]

Please list referral names and contact information below, along with any other information you feel I should know.

1. _____
2. _____
3. _____
4. _____
5. _____

Sample Referral Request Letter #2: Customer Follow-Up

Dear [Customer Name],

I want to thank you for [your recent purchase of XXXX, or the opportunity to work with you on XXXX]. I was glad to hear that you were pleased with the results. [note benefits and results if relevant]

As you might know, a lot of our customers find out about our business through recommendations from others.

Do you know any friends, family members or colleagues who could also benefit from the [product or service] you received? If so, can you do me a favor and write their names and phone numbers below?

Either I or someone in my team will contact each person you refer us to. If it's okay with you, we'll also mention your name. Let me know if that's not okay.

Did you know that we also provide [your motivating offer] to people who refer new customers to us? We'll keep track of all your referrals and let you know if any of them become customers!

Thanks again for being such a great customer and helping us to help others.

Best regards,

[Your Name]

[Your Contact Information]

Please list referral names and contact information below, along with any other information you feel we should know.

1. _____

2. _____

3. _____

Appendix B

20 Tips for Getting Business Referrals

1. Refer your clients to other similar businesses... and make sure they know about it.
2. Focus on creating confidence in your clients, such as providing a guarantee – trust and referrals go hand in hand.
3. Keep your LinkedIn profile updated; and make sure your clients know about it.
4. Offer a reward to existing clients who bring you referrals.
5. Ask your existing clients to Retweet/Share/Like your posts/updates on social media.
6. Be helpful. Use your expertise to offer advice or assistance for free in online communities where prospective clients may be associated. Building a good reputation is paramount to getting more referrals.
7. Make it easier for your clients to refer you – provide them with a prewritten .pdf explaining exactly what it is you do.
8. Show some appreciation of your referral sources. Send a note, make a phone call – whatever it takes to show your gratitude. This again will help your reputation to grow.
9. Take advantage of your newsletters to encourage referrals. Add some blurb describing what an ideal referral is to you.
10. Place a form on your website for referral submissions.
11. Advertise the old fashioned way. Think flyers, T-Shirt, Stickers... if there's anywhere you can get your name out there, take advantage.
12. Just ask. You'd be surprised how happy people are to talk about good business experiences they've had.

13. Be up front with your clients. Outline the kind of referrals you'd like and how you intend to handle them.
14. Ask for feedback. Fine-tuning your business according to your customers specific needs will do wonders.
15. Take care of friends of your existing clients. Giving a discount to your clients friends with encourage word of mouth referrals.
16. Never underestimate the power of good customer service. At the end of the day, genuine, unrequested referrals are the most effective – make sure your clients *want* to recommend you.
17. Track your referrals. Keep a note of where they come from and compare your stats on a regular basis. This will help you see which areas are working, and which are not.
18. Follow-up... immediately. If someone puts you in touch with a prospective client, utilize that initiation right away. Leaving it a few days can look very unprofessional, and as if you don't care about their contact.
19. Follow-up... consistently. When someone puts you in touch with a prospect, they want to know what happened. Communicate regularly with your referral sources to inform them of your progress and the results they've helped you achieve.
20. Promote your best referral sources. Mention those who have brought you the most referrals in your monthly newsletter and make them feel appreciated with a meal or some other gesture.

Appendix C

Referral Marketing Research Sources

1. Asking for referrals

[How to ask for Referrals and get more clients](#)
[Get More Referrals by Asking](#)
[How to Overcome the fear of asking for referrals](#)
[Best ways to ask clients for referrals](#)
[Learn how to ask for referrals – and grow your business](#)
[How to ask for a referral without sounding weak or needy](#)
[How to ask for a referral](#)
[How to best ask for business referrals](#)
[5 simple ways to ask for referrals](#)
[How to ask for referrals](#)
[How to ask for referrals like a pro](#)
[How comfortable are you asking for referrals](#)
[10 Biggest mistakes people make asking for referrals](#)

2. How to create a referral request document

[Sample referral request document](#)
[The referral letter – how to write one](#)
[How to write great emails asking for referrals](#)
[How to ask for referrals by letter](#)
[Letter asking for referral](#)
[5 sample referral request letters](#)
[Requesting referrals from former clients letter template](#)
[Writing great requests for customer referrals](#)

3. Rewarding for referrals

[Lifecycle Marketing: Get Referrals by rewarding customers](#)
[Is rewarding customers for referrals worthwhile?](#)
[Rewarding referrals – the power of sincerity](#)
[Reward your customers to get referrals](#)
[How to create a customer referral rewards program](#)
[What makes a good referral marketing program?](#)

[4 ways to promote your referral rewards program](#)

[How to build the best referral program](#)

[Getting the most out of your referral program](#)

[Three reward qualities that make customers fall in love with your referral program](#)

4. Using Social Media to get referrals

[5 email tips for social media WOM referrals](#)

[10 easy ways social media can get your business more referrals](#)

[Multiplier effect](#)

[71% more likely to purchase based on social media referrals](#)

[Want to increase conversions? Focus on referral traffic](#)

[The future of Social Media and referral marketing for retailers](#)

[Want to generate social media referrals or connections? Make them first](#)

[Social Media business referrals can bring success](#)

[Are You Listening to Your Customers? Use Social Media to Help You Win](#)

[Referrals and Leverage Word-of-Mouth Marketing Programs](#)

[How to ask for referrals using Social Media](#)

5. Build your referral marketing plan

[How to Build a Business People Want to Refer](#)

[How to Create the Ultimate Referral Marketing System](#)