

REFERRAL CHEATSHEET

4 POWERFUL TECHNIQUES FOR GETTING REFERRALS (Without being 'Pushy')

ReferralStories.com

Your Referral Cheatsheet

4 Powerful Techniques to Get Referrals (WITHOUT being Pushy)

A “Cheatsheet?” Yes, some quick bullet-point ideas you can *use immediately!*

Like most professionals and service business owners, you’re under pressure to find new clients, customers, guests or patients. But what if you could easily get **repeat** business and **referrals** from your previous clients? After all, they’re people who “know, like and trust” you and who are happy with your service.

Try these four different methods to get client referrals, then continue with my free guide containing instructions for these – and three BONUS techniques.

1. The “Direct” method: ASK for a referral

(It’s what most people do, but can be improved.)

- Don’t ask closed questions like “do you know anybody who could use our services?” The obvious answer is: “Sorry, no.”
- Start with reassurance about the benefits.
- Ask **“who”** they know:
” . . . who is somebody you know that might need our help with this?”
- Source *multiple* leads: “Who are two or three people . . .”

2. The “Report Revision” method.

(An active method for getting buy-in.)

- Write a report or material they can use to recommend you, then invite prospects to review it. Offer to make any changes they suggest.
- **‘Pre-Frame’** the referral: “if you like it, would you be comfortable to...”
Psychology: they assume part-ownership.
- Send them the report, then follow-up : “I’d like to send this to the 5 people you suggested...” Psychology: Setting up **personal endorsement**.

3. The “Reciprocation” method.

(So your clients will WANT to give you referrals!)

- This makes your clients feel obligated - we're hard-wired to reciprocate when someone helps us, first. Psychologist Robert Cialdini calls it “Reciprocity.”
- First, identify people from your network who could be clients, suppliers, or advisers to each other. **And then simply introduce them.**
- Before long, reciprocation kicks in. Your clients will look for people **they** can refer to **you**.

4. The “Referral Stories” system

(The most powerful method. **Ever.**)

- Happy clients don't need to be convinced to use you again, or to recommend you, they just need to **remember you at the right time.**
- Don't send **newsletters.** Tell relevant, entertaining **stories**, instead.
- Psychology: The 'Mere-exposure effect' (*or the Familiarity Principle*) means people prefer things merely because they seem familiar.
- Add “Social Proof” because people “mirror” the actions of others.
- (See the bonus training guide, below for Referral Story examples.)

NOTE: This Cheatsheet is a *bullet-point introduction* for a fast start. Continue with **detailed instructions** for ALL SEVEN techniques to grow repeat sales and win referrals, in **my Free Bonus Guide, below:**

Click for my **Free** **E X P A N D E D** training
with full instructions for these powerful referral techniques
(plus *THREE BONUS techniques!*)

TEACH ME MORE

It's Free! Click the button or visit: ReferralStories.com/bonus-referral-guide