

**MODULE 12**

VIDEO 2– REFERRALS

WORKSHEET

Summary:

Another great way to obtain new leads and clients is through referrals.

You probably already know about word of mouth referrals, and if you’re already getting new clients that way, then that’s perfect!

This way, you are essentially being endorsed by someone they know, and this can definitely work in your favour by making the selling process much easier.

The thing is, though, waiting for these to happen is not very proactive, and there are ways you could potentially ramp up the business you are currently acquiring through word of mouth:

1. Ask your existing/previous clients (especially those you have a great relationship with!) if they know of anyone that they think would get value out of your products/services.
2. Systematically ask for referrals, make this an ongoing process. If someone has taken you up on your “irresistible offer” – ask them if they know of anyone else who might get value out of it. This could be in a follow-up email in which you also ask for a testimonial.
3. Show appreciation. For example, if they refer someone who then becomes a paying client, you might consider an incentive program such as a commission, a gift, etc. Just make sure the incentive is something they would actually appreciate!

You can decide if this is something that you actively promote (on your website, for example), or if you simply delight the person with an unexpected token of appreciation at the time.

Action Items:

1. Make a list of people whom you could ask for a referral.
2. Get in touch and ask them!
3. What could you give as a token of appreciation/incentive for people who refer paying clients to you?

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