



BONUS CONTENT!

How to create organic sales from three types of Client Referrals



You need a process for Client Referrals

Every single business has referrals in some way. Consciously creating a process ahead of time, means you will be ready when this happens!

**83% of people trust recommendations
from friends and family - Nielsen**

We refer people to business and practitioners all the time. How did you hear about your hairdresser? The best place to get sushi in your town? Your gynaecologist?! People love to be the person who is in the know.

There are three different types of referrals which all require different responses:

Spontaneous Referrals

'I know someone who needs your work SO BAD'. Can I take your card?'

'I have so much self-doubt, my friends are always telling me to be more confident...'

Opportunities for Spontaneous Referrals happen all the time!

When you are out in the world or an online group - a conference, chatting to people at a workshop, or after yoga class — someone finds out about your work and it resonates either for them, or someone they know.

How to approach Spontaneous Referrals:

The important thing to remember is the *spontaneous* nature of this referral. It may have been said impulsively, in the moment.

The person probably doesn't know you and has no real investment in your work yet. This means they are unlikely to follow up with you or pass your details on to someone else. They might change their mind.

Spontaneous Referrals require you to respond proactively - you need to own the process of asking for the person's name and contact information and the follow-up.

I also believe it's kinder if you manage the process. You are taking care of them.

Action to take:

- **Send a follow up email.** Within three days, send a follow up email to the person you met. Remind them of where you met, who you are and the work you do.

Remember people are busy and contacting a relative stranger is courageous – they might put it off or just feel awkward. When we lead, we take this on for them.

- **If the coaching is for them:** ask if you can send them some more information about coaching with you (if you get a positive response – send through your **Coaching Offer .pdf from Module 4 – Essential Email Marketing**).
- **If they wanted to send you someone else's details:** ask them to introduce you to the other person via email and you can take it from there.
- **Provide the option for a respectful no:** I always end these emails with a note to say *'If you've changed your mind or this doesn't feel like the right time, please know that I completely respect your 'no thanks'. I really enjoyed meeting you'*.
- This approach means you are offering safety and trust the whole way through. You are inviting only interested people to a Sales Call.

Word of Mouth Referrals

'My friend told me about you, and I feel like I really need to work with you! Are you taking on clients?'

Word of Mouth referrals come from people recommending you! Someone contacts you because someone they trust, rates you and your work.

The thing to remember is that you probably don't have a relationship with the person – and this can take time to build. Your response needs to include gauging how 'warm' they are to working with you.

How to approach Word-of-Mouth Referrals:

This might be the first time you have ever connected, so treat the conversation like you would if you were meeting in real life!

A brief conversation will give you a sense of what they are looking for and why they are interested in coaching with you. This can mean that you are able to conduct a 'mini' Simple Sales Call over email/in DMs.

Remember this conversation is also for you to judge if the person is a great fit for your coaching.

Action to take:

- **Give the person the choice for what they want to do:** *I am so happy to meet up on Zoom if you'd like - I can answer any other questions you might have about coaching. Equally, you might be totally ready to book. Just let me know what feels good to you and I'll send through the details.*
- **If they want to meet first - don't send a booking link:** I ask them to share a couple of times they have available over the next few days and then I send the meeting details. This is a way of taking care of your prospective client.
- **Check out the Simple Sales Call: M3 of First Five: Simple Sales Calls** offers you a whole process for enrolling your client.
- **Find out who referred you and thank them!** I send any referring people a thank you. This person just saved you time, energy, and money.

Proactive Referrals

Proactive Referrals are when *you* request referrals. There are a couple of ways that I have found this to be really effective:

Ideas for action to take:

- **Approach clients who have completed coaching with you:** Send an email to each of the client's you have completed, let them know you are open for clients, and you would welcome anyone they want to refer to you.
- **Make a gift of your coaching:** Approach the clients you know loved your work and offer them a one-off coaching session they can gift to their people. You can include this as part of a package, so they receive a reduced rate.
- **Double the opportunities:** You can also proactively ask for referrals by inviting folks to 'bring a friend' to a group programme or in-person workshop you run. Offer a special price to make this attractive.