



How To Triple Your Referrals in Less Than 5 Minutes A Day!

How many times have you seen another business—perhaps a competitor—rake in “easy” referrals while you spend money hand over fist on advertising with the same—or worse—results? Why is it that some businesses seem to get referrals day-in and day-out, yet others can’t buy a referral for the life of them?

The answer is simple, and in the next few pages you will discover the proven formula to rapidly growing your business through referrals.

About a year ago I was approached by a man who was starting an in-home care agency. He had been in the industry a long time and was starting a new agency from scratch. Having been around the “in-home care” block before, he knew that referrals would be the backbone of his business.

In the health field—more so than almost any other industry—people hire people they trust. If they don’t know anyone, they will ask friends, family, or “trusted advisors” (such as hospital employees and social workers) who they recommend. We’re talking about a potential matter of life and death, so it makes sense.

After talking with Michael—the owner of the in-home care agency—it became apparent that simply asking for referrals wouldn’t work. There was only one of him, and his goal was a referral every day. He needed a system that would reliably and predictably bring in referrals for him.

After about an hour of discussing his options, we developed a system that he implemented **within the week**. Two weeks later he had received two referrals. A month later, that number was up to 14. Now, he is getting more than a referral every day.

The system Michael implemented was **easy** and **inexpensive**. The return on investment (ROI) was more than 1000-1. How did he do it? How did he go from zero referrals—none at all—to more than 30 every month? The Thank You System.

The Importance of Referrals

Why should you care about referrals? You can build your business a thousand ways: You can write sales letters, place magazine ads, TV ads, and radio ads, build websites—even BUY clients. Why referrals? Because referrals are inexpensive and easy to get.



Turning Your Clients—and Colleagues—Into the Best Sales Team In The Industry

What if you could take all of your current and past clients, all of you family and friends, and everyone else in your industry (save your competition) and turn them into a sales team you never have to pay? How fast would your business grow? How EASY would it be to grow your business? That's what The Thank You System will do for you: it will turn EVERYONE into a salesperson for you, your company, your products, and your services... and the only work you have to do? Spend less than five minutes a day saying Thank You.

The Thank You System

The system is simple. I'll give it to you here before talking about why it works and how to implement it quickly and easily. Ready? Here goes:

1. Go online and purchase 1000 Thank You cards.
2. Every day while you're reading the paper, having coffee, or sitting out in the sun, write 1-5 cards to your centers of influence (COI).
3. Mail your cards no later than the next day.
4. Answer the phone when it rings with your referrals.

Sound simple? Sound TOO simple? If you just read that and think you're reading a lot of hooey (that you might have wasted your time on), you're not alone. Of course, I've taught this technique to over 100 small business owners of all types and have never had a report that it didn't work... not one.

Here's why it works:

About 20% of the population is considered "social connectors." You know the type: At dinner they notice someone across the restaurant and just *have* to go say hello. At the grocery store they strike up a conversation with the person behind them in line. In a waiting room they've made three new friends before your name is even called.

Social connectors are also "gospel spreaders." They are typically the people that are the first to try a new restaurant... and tell everyone about it. They watch bad TV shows just so they can tell you not to watch it. And they are more than happy to chime in about the AMAZING carpet cleaner they just hired, the great barber they found, or mechanic that you just HAVE to hire.

Social connectors are the people that are going to fill your coffers with more referrals than you know what to do with... you just need to give them a reason.



The Reason People Will Give You Referrals

I'm sure you know the story of Pavlov's dogs. Just in case...

"(Pavlov) struck a bell when the dogs were fed. If the bell was sounded in close association with their meal, the dogs learnt to associate the sound of the bell with food. After a while, at the mere sound of the bell, they responded by drooling."

(http://nobelprize.org/educational_games/medicine/pavlov/readmore.html)

People are the same way. You can TRAIN people to perform the actions you desire simply by using behavioral rewards. In our case, we aren't offering dog kibble... we're offering something infinitely more valuable: gratitude, kind words and gifts.

Thank you cards can hit on all three items I just mentioned. They give you the opportunity to express gratitude for their action (it may have been a referral they already sent, help with something in your business, or even just support for your business). What you write inside the card should be the kind words. And, if you want, you can add in a small token of your gratitude in the form of a gift (I like lottery tickets, movie tickets, gas cards, etc.).

When the future referrer receives your card, they will begin giving out your name. Why? Because you've set yourself apart and made yourself stand out in their minds. And you've proven that their act of kindness did not go unnoticed or unappreciated.

Getting More Referrals: The 1-2-3 System To Get Started

Now that you know why people will be giving you referrals and how to cultivate more referral, it's time to put it into action.

STEP 1: Buy Thank You Cards

I'd recommend you buy a box of embossed thank you cards in a neutral color and pattern. Just something you can get at the drug store or grocery store is fine... you don't need to go overboard.

STEP 2: Get Them Ready



Pre-write the return address on all your envelopes and pre-stamp at least a handful of them. But whatever you do **DON'T PRE-WRITE THE CARDS!** That will remove all personality from them and you won't get a single referral. Each card must be handwritten.

STEP 3: Find A Reason

Now that you're ready to go, find a reason to start sending them. It doesn't have to be much. Say thank you to anyone in your COI that might know of people to refer to you as a client. Are you a plumber? Send a thank you to the local kitchen and bath store for all their help finding a new sink. Are you a lawyer? Say thanks to the local restaurant that treated you well last time you were in. Florist? Thank the funeral home that ordered flowers from you last week.

The point here is to start writing thank you cards, even if it's just one a day. Just find a reason—any reason—to thank people that might be able to send you a client down the road.

STEP 4: Choose The Right Words

I said you can't make the cards formulaic, but you **CAN** have a script. Here's an example of a script that can be very personal... I recommend you use this or one that's similar:

"Dear Joe,

Thank you for XXXX (coming in yesterday, placing your flower order, helping me find a sink, etc.). Without your help I wouldn't be growing my business at all in times like these and I truly appreciate it. If there's anything I can ever do for you, please call (my card is enclosed).

With Great Thanks,
Bob Smith

PS: If you ever know of anyone that's looking for a XXXXX (plumber, florist, lawyer, etc.) please send them my way... it's greatly appreciated!

Pretty easy to do. Just fill in the blanks but be sure to specifically mention why you're sending the card. Don't say "Thanks for all your help." Instead say "Thanks for all your help with the flowers on Tuesday." Make it specific and you'll reap the rewards.

STEP 5: Give Them A Method



Did you read the script? Did you see that it said “my card is enclosed”? You need to make sure you put your business card in the Thank You. Don’t put 8 cards... just put one.

STEP 6: Give Them A Call

The last step will do wonders for your influx of referrals: Set a reminder for four days after you put the Thank You in the mail. When the reminder goes off, call the recipient and make sure they got the card. Here’s an easy script:

“Hi Joe, this Bob from Bob’s Flowers. I just wanted to call and make sure you got the card I sent you the other day.”

If they say yes:

“Great, well I really appreciate all your help. If you ever need anything, please just give me a call.”

If they say no:

“Darn it... I sent it a few days ago. In any case, I just wanted to thank you for all your help last week with that flower order. I really appreciate it and wanted to make sure you knew it didn’t go unappreciated. If there’s anything I can ever do for you, please just give me a call.”

Turn On Your Phone and Close The Deal

Now that you have the system down pat, you need to implement. Like I said, start out by sending one a day. Gradually build up until you are sending about 5 every day. Within a few weeks you’ll see the results as the referrals start rolling in!

The Original Quill is dedicated to helping small and medium businesses grow organically through cost-effective, easy-to-implement business and marketing systems. To find out more about how The Original Quill can help you grow your business, please visit us online at www.OriginalQuill.com.