

THE POWER REFERRALS

The #1 Most Powerful and Effective Marketing Method

*This is an excerpt from our **How To Fill Your Practice With Word Of Mouth Referrals** workbook. Please contact us to find out about getting the entire training on filling your practice with word of mouth strategies.*



"People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral is the holy grail of advertising."

Mark Zuckerberg



Below is a chart that will demonstrate how powerful intentional client referrals can be.

Let's assume that you have set up excellent customer service processes and systems and that because of your excellent work, your excellent client

engagement and communication that you generate 4 referrals per month. Let's also assume that only 2 of these referrals actually turn into clients. That's a 50% conversion rate – pretty conservative for your type of business.

How long do you think it would take to double your business? How long do you think it would take to triple it, just using client referrals and no other source of marketing? (If you are just starting out and don't have that many direct clients to plug in to, keep reading anyway. The section on business and professional referrals or alliances addresses this gap.)

The following chart shows you the math assuming a \$75 average fee per hour session starting with just 5 clients per week. The math shows you what a huge difference referrals can make to your bottom line and to your business growth. But that's not the only difference you're making. You're making a difference for the people getting referred. Referrals are not just about revenue. Referrals are about relationships.



"Referrals are about relationships."

Renaë Bechthold



The Power of Referrals				
Week	Clients/Client Hours	Referrals	Dollars per week	Dollars per Month
1	5	2	\$375.00	\$1,500.00
2	6		\$450.00	
3	6	2	\$450.00	
4	7		\$525.00	
5	7	2	\$525.00	
6	8		\$600.00	
7	8	2	\$600.00	
8	9		\$675.00	
9	9	2	\$675.00	
10	10		\$750.00	\$3000.00
11	10	2	\$750.00	
12	11		\$825.00	
13	11	2	\$825.00	
14	12		\$900.00	
15	12	2	\$900.00	
16	13		\$975.00	
17	13	2	\$975.00	
18	14		\$1,050.00	
19	14	2	\$1,050.00	
20	15		\$1,125.00	
21	15	2	\$1,125.00	
22	16		\$1,200.00	
23	16	2	\$1,200.00	
24	17		\$1,275.00	\$5,100.00

Just 10 weeks to double your business.

Just 6 months to over triple your business.

With the above model of just 2 referrals per month, it will take you just 10 weeks. You've doubled your money and the difference you are making in your community's health in less than 3 months. Isn't that exciting? And what did it cost you? Nothing!

For many professionals, attracting new clients is not your only challenge. Knowing how to retain them is just as crucial. I highly recommend that you become masterful at retaining your new clients, including those you receive through referrals. Our training **Master Your Sales and Retention** will training you how to consistently retain 90+% of your clients. When you combine retention with referrals – LOOK OUT. You may grow faster than you can keep up with. But then that’s a “quality problem”, isn’t it?

Let’s do some math and really cement the impact that referrals plus rebooking will have on increasing your revenue. You may never have imagined how powerful this approach is by simply being aware of it, then deliberately shaping your business systems to cause it.

The following illustration will show that by starting with just 1 client who refers you 2 people in the same month, within 6 months you will have generated \$1610 additional revenue that can be repeated each month thereafter.

business. For more information about the other comprehensive business skills you can learn and master, visit us at www.metroimm.com.

Let's look closer at the formula so you can see how it plays out in the illustration above.

Each row represents a month, with each row thereafter representing each consecutive month.

The original client (large green circle ①) refers 2 new clients (①, ①) who book visits, plus the original client rebooks themselves for that month. The next month, the original client rebooks again, the 2 new referrals rebook, and the two new referrals each refer one new client for the next upcoming month. And so on, each month.

This referral generation plus rebooking results in over \$1600 of new revenue if each visit grosses \$70 per visit.

Now that is starting with just ONE client making the original referral. What do you think your numbers would look like if you had several of your current clients referring new clients who each referred just one additional client because of your new found knowledge and skill at deliberately causing client referrals?

"Astronomical" is the word that comes to mind. All you have to do is take action on your referral strategy methodically, effectively and consistently.

For more information on getting masterful at these simple processes, visit us at www.metroimm.com.