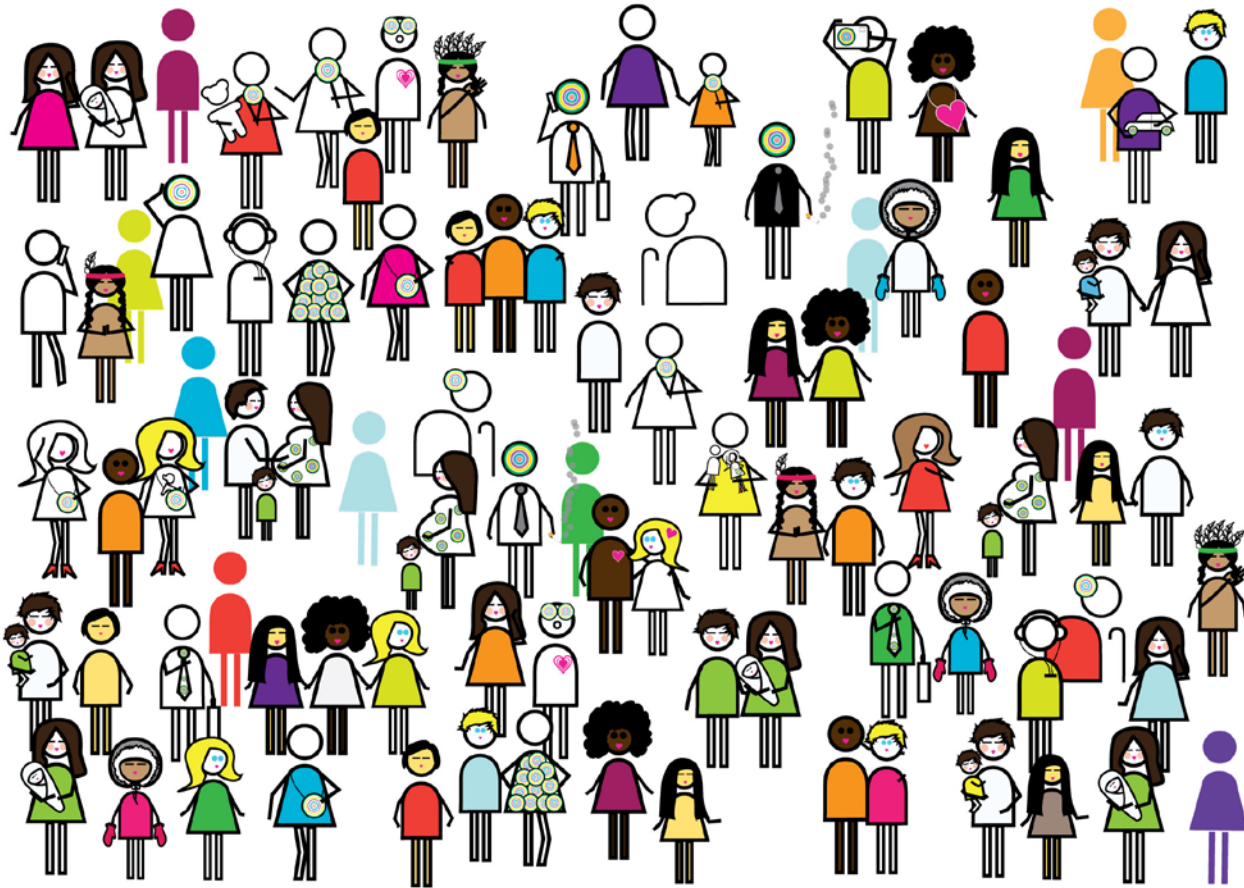


# THE POWER OF REFERRALS



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.*



*"Referrals are about relationships."*

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**Renaë Bechthold**

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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 private 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.

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!

A second model below which corresponds more closely to a training business whose primary model is "class or groups" based, just converting 2 referrals per month per 10 clients/students, would take you just 16 weeks to double your money and the difference you are making in your community in just 4 months.

The Power of Referrals				
Week	Clients	Referrals per week	Convert Referral to Client each month	Dollars per Month
1	10	1		\$3,000.00
2		1		
3		1		
4	12	1	2	\$3,600.00
5		1.2		
6		1.2		
7		1.2		
8	14.4	1.2	2.4	\$4,320.00
9		1.4		
10		1.4		
11		1.4		
12	17.2	1.4	2.8	\$5,160.00
13		1.7		
14		1.7		
15		1.7		
16	20.6	1.7	3.4	\$6,180.00
17		2		
18		2		
19		2		
20	24	2	4	\$7,200.00
21		2.4		
22		2.4		
23		2.4		
24	28	2.4	4.8	\$8,400.00

*Just 16 weeks to double your business.*

*Nearly 6 months to triple your business.*

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



In the above scenario, this illustration assumes an unreasonably conservative level of referrals for months 1 through 5. Each new client only refers 1 other new client in the entire relationship that client has with you for the first 5 to 6 months. With an effective rebooking strategy (and operational structure) in place, each referred client refers just 1 new client while they also rebook themselves for each next month. By month 6, the returning client and the newly referred client both refer another new client, as well as rebooking themselves for another visit.

Believe it or not, this IS a realistic and effective result for your business IF you pay attention to the business side of your business and employ the authentic, heart-centered, make-a-difference-centered systems that are essential for long-term success, profitability, thus sustainability of your business. For more information about the other comprehensive business skills you can learn and master, visit us at [www.metroimm.com](http://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.metromm.com](http://www.metromm.com).