

Ep #320: Referral Q&A



Full Episode Transcript

With Your Host

Stacey Brown Randall

Stacey Brown Randall: When you, as a listener, ask me questions, I love answering them. I love it so much that I set aside about every 10th episode to answer the questions I receive. So let's dive in.

Roadmap to Referrals with Stacey Brown Randall

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Hey there, and welcome to episode 320 of the Roadmap to Referrals podcast, a show about helping you build a referable business. I'm your host, Stacey Brown Randall. My journey from a business failure to a successful business now 10 years in, I know generating referrals naturally and consistently has made all the difference. Working with clients around the world, we leverage the science of referrals, protect relationships above all else, and help you build a referral business.

Welcome to a Q&A episode. So, as I mentioned, about every 10th episode, I reserve the episode for question and answer.

Now, let's be honest, it doesn't happen absolutely every 10th episode, like on the 300th episode, right? We were celebrating 300 episodes and we've done some other things for some of the other milestones we hit.

But typically, when we come up on a 10th episode, which happens about every 10 weeks, I like to take the questions that you guys have submitted or that I've received in a presentation or that someone has just asked me when they've seen me out and about. I like to take those questions and answer them.

Because when I answer a question that somebody, a listener like you, or maybe somebody who has listened to me present, when I answer the question that they ask me, whether they ask me over direct message, through LinkedIn or Instagram, or they ask me over email, they're the only one who benefits from that answer.

So I like to take those answers and then share them on these Q&A episodes. And in some cases, the question that I'm asked, I really need an episode format to do the answer justice.

Because just giving the information via, you know, typed out to you in an email isn't going to do it justice based on all the things I want you to think about. Or it would be a very, very long message to get there.

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This is one of those questions. So for this episode, usually in the Q&A episodes, I try to do about two or three questions if I can get through that in the time frame that we usually set aside for these episodes.

But this question's a little bit different. It's a little bit more, there's a little bit more to it, a little bit more meat on this question. So it's the only question I'm actually gonna answer in this Q&A episode. But again, we will have more episodes coming up. We are gonna have episode 330 and 340.

So if you've got a question, that whereas you appreciate the response that I give to you over email or direct message, but you would also like to hear me talk through the answer, just email me or direct message me and say, hey, here's my question. Can't wait to hear back from you. But will you also talk about this on the podcast?

Because I would love to do that. And this is the case with this question that I was asked.

Now, I didn't get permission to share the person's name that had asked me this question. And he did share a little bit about, like with his name attached to what he does. So I'm just going to call him Sam, because I just want to protect like, you know, I didn't have permission to share his identity, so I'm just going to protect the identity there.

But Sam is a life and career coach for young adults. So here is the question that Sam emailed me, and this came after hearing me present. Okay, his question is, hey Stacey, I attended a Deeper Business Dialogue when you were the guest speaker recently. I bought your book and just finished it up today. Simple, concise, and actionable, which I really appreciate hearing that. I had a question as I was following the resources.

Because as you know, if you read my book, there is a secret link inside the book for you to go and get additional resources that will help you as you're implementing the things you learn in the book and put them into practice.

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So he said, I had a question as I was following the resources and putting into action the ideas from the book. Here's this question. How long of a timeline do you normally see the seeds planted sprout and bear fruit? So how long of a timeline do you normally see the referral seeds planted sprout and bear fruit?

Now, he also then gave a little bit of context to his business, which I think is super helpful in how I get to answer people as well, so I always appreciate that, too.

So he said, to give you a little bit of context, I'm less than two years into my life coaching business for young adults experiencing their quarter life crisis. And only a few weeks ago did I receive my first client, who I didn't know prior to starting coaching, and it was through a referral. I want to make sure that I'm giving enough time to do the right things.

So I love this question. First, I love the fact that Sam got into business as a coach and definitely started with the network that he knows.

That is, for most people who start a business, you're going to be looking around to the network that you know, whether it's colleagues at the company you just left, or it's people that you've just known for years, or maybe you went to college with, or maybe they're in an association with you or something like that. They're in an organization together.

You kind of look around at your existing network. And sometimes that is also going to feed you your first handful of clients. That's definitely the way that it's worked for me. So when you're starting a business, it's the easiest place to be able to go to because these are people you know.

It doesn't mean it's always going to be fruitful. It really depends on what your business is and do the people in your network actually need that from you. So he was able to start the business, and he was able to start getting some clients going that knew him, and he knew them, and they decided they wanted to coach with him. And then the magic happened.

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He's a little less than two years in, and he got that first referral. Somebody referred him to someone else. It didn't come through a direct connection he already knew of somebody in his network that says, hey, Sam, I want to hire you, right? That's that direct, hey, I know you, you know me, and you want to hire me.

This now is where the magic happens, when somebody puts their reputation on the line and referred someone to Sam. And it was the first time it happened, and he was like, yes, please, I want more of that. Sam, you're brilliant. OK. I would say that to anybody, but it's true.

Okay, so here's my answer. The easy answer about how long it can take for referral seeds to bear fruit is...it depends. Now, I know that is also a very frustrating answer. My kids hate it when I tell them it depends. I hate it when other people tell me, well, it depends, but the truth is, it really does. And it depends because it's based on a few different reasons. And a lot of it has to do with who you're planting referral seeds with.

So if the question is about, hey, how long does it take for these referral seeds that I'm planting with people to actually bear fruit, meaning I receive a referral, well, we have to first look at it, well, who are you planting these referral seeds with? That helps us kind of understand how long it may take.

Now I want to be really clear here as I talk about the who that you're planting these referral seeds with and I kind of go through and break these down for you and then I kind of give some context behind this. I want to be really clear that this isn't, when you think, okay, let me just back up and say it this way.

When you're thinking about referrals, you really have to remember that this is somebody willing, your referral source, the person who's going to refer to you, is someone who is willing to put their reputation on the line and refer someone to you that they believe you can help.

This is not somebody reading a Facebook ad or going into a search bar and typing in something that's specific to what you do and having some

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SEO work to your advantage. This is different. This is a person. And that has to be at the forefront of what you think about and what you remember, right? This is not a robot. This is a person.

And so let's be honest. People don't always do the things we want them to do on the timetable we would like for them to do them in. And that's okay. You know why? Because they're human and they have that right to make their own choices and decisions. And we have to honor that 100%.

So when you think about this having to do with who you're planting referral seeds with, please remember this who is a human. And these groups of who's that I'm about to talk about, they're humans too.

So I wanna be really, really careful of people who take referrals and they teach it like it's just something you do and you do to someone else and then they do what you want them to do. And I just, I hate that whole line of thinking. I hate that whole line of thinking of like, just do this, just say this, and make this happen.

Because that's just setting you up for failure. That's just not how this works. We're talking about humans, and they're squishy. And they don't fit perfectly into an Excel cell, right? On that Excel spreadsheet that you have. And I just think that it's important that people recognize that.

Now, a lot of people are like, well, then is there any kind of consistency behind referrals? Or is there any type of control behind referrals from that perspective, and yes, there is, but not in the way people think.

So you can't look at someone, plant a referral seed, snap your fingers, and then immediately they're going to refer you. You have to be willing to play the long game. That's really important with referrals.

When people come to me and they're like, hey, I want to get more referrals in my business, one of the first questions I'm typically going to ask them is, great, how are you getting clients now?

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And maybe they're getting some referrals. That's great. That's how they know they want more of them. But more than likely, they're also going to share with me other ways they're getting clients and some that are working. And to be frank, they'll be telling me the ones that aren't working, too.

But I will tell them, do not abandon those ways that are working of how you're generating clients, because we need you to be able to pay your mortgage in three months. And so it is important for you to keep clients coming in and the ways that are working while you're working on implementing the referral strategies that I'm going to teach.

And eventually there will be a shift and you'll be getting more clients by referrals than not. But there will always still be an ebb and flow to when the referrals show up. I would never tell someone next Tuesday you're going to get three referrals if you do this or say this today.

That would be crazy. And you should be really wary of anybody who tells you, hey, next Tuesday or next week or every single week you're going to get a referral if you do this or say this. Because that's just not how it works in reality.

That's just not how it works when we're talking about another human putting their reputation on the line with someone who actually needs what you do to be able to refer them to you.

So we want to make sure that we're looking at referrals from the big picture in our business and having the right strategies deployed that we need to deploy like ongoing in our business. And it's usually more than just one.

And it's actually more than one and it's going to be those that actually work for your business and work for the people that you're hoping will refer you or the people who are referring and they refer you more.

So I sometimes feel like we need to put context around expectations. Everybody's looking for the easy button. Everybody's looking for the, hey, I

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want to like put these words or these tags into my website or this article and I want that to generate so many leads for me.

That's great. Lead generation is wonderful. Referrals is just another sense of your lead generation, but you really want to make sure you're getting the right referrals, and the right leads no matter what source they're coming from.

Like, having a hundred people come into your business that just all want to kick the tires, yeah, you can say, yeah, I had great lead flow. I got a hundred people into my business this month but not one of them bought. Well, that doesn't really matter because you're not gonna make any money from that.

So I just want people to keep this in mind in terms of really paying attention to reality. I think sometimes in the business world, we get so distracted by other people's sayings and other people's promises and other people's things that they are going to be able to say or what's happening for them that we just naturally assume that it was easy and that there wasn't work involved.

And that's never the case. So I just feel the need to give this disclaimer before we kind of dive into the meat of this episode. So let me get to that before I continue on the soapbox.

Okay. So the reason why it depends on how long it'll take for referral seeds to bear fruit is because it depends on who you're planting referral seeds with. And even with these groups that we're about to talk about, it doesn't mean it's a guarantee that they're all absolutely going to refer you the exact number of referrals you want every year, right?

So the first group of who that you're planting referral seeds with is the folks who have referred you before. Which means if you're planting referral seeds with the people who have referred you before, your existing referral sources is what we call them, it can work quicker and, in some cases, more consistently.

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Now consistently can mean that they give you two referrals a year and that's actually super consistent. That may not be what you're looking for. You may be looking for more consistency. That has a lot to do with what you do.

That's why when I work with clients, I don't typically work with clients who whatever they sell is hundreds of dollars. Because do you know how many sales you need if everything you're selling is just a couple hundred bucks, to get to a point where you can make six figures, let alone \$300,000 or half a million? It takes forever. So I don't work with businesses like that.

So also, the other thing I would say is you're hearing me talk about this and you're taking into account what I'm saying. Please keep in mind the types of clients that my strategies are built for.

It means, for me, when I talk about consistently being able to have people who've referred you before to consistently continue to refer you more often, in some cases, that is somebody who refers you two or three times a year. And that's the consistency they're looking for.

Because if that client says yes, that's referred to them, that referral source that's referring them two, three, or four times a year, that's the consistency they're looking for. That client they're referring is probably worth five grand, 10 grand, 50 grand, 100,000 grand. It's a totally different ballgame then. So keep that in mind.

So can it work faster if you're planting the right referral seeds within the right framework, which means context of the outreach that you're doing, can it work a little quicker? Yes. Doesn't mean it always will, but yes, it usually does. And coming up, I'm going to give you some thoughts about what this looks like when I'm talking about time, because I think that's important too.

Okay, so another group of why it depends on how long it can take for referral seeds to bear fruit is because, what if this is a group that's never

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referred to you before? It'll take longer. And there is no formula to provide exactly how long it will take.

Sorry. I know you don't want to hear that. But that's the truth. And if they've never referred you before, those actually fall into two other buckets, like two sub-buckets.

If they've never referred you before, and you want to know how long it'll take as you're planting referral seeds for someone to actually refer you, it depends on do they even know you. Versus, are they a stranger? Do you not know them? And you actually have to cultivate a relationship with them. Those are two different buckets.

Like, if I know you, but you've never referred to me, and I want you to refer to me, you knowing me, and me knowing you, is definitely going to be a little bit easier than me also trying to connect with you for the first time as a stranger, because you don't know me at all. And I don't know you.

And now I want you to refer to me. And it's going to take that much longer if you're trying to warm up somebody who doesn't even know you exist, versus somebody who does know you exist, maybe like a client or like a center of influence, right?

Maybe somebody in your network that knows you. That's a little bit better if you're going to start planting referral seeds on them to see if you can get them to start referring you versus someone who doesn't even know you exist. Way harder, which means, of course, that it depends on how long those referral seeds will actually take root and actually produce fruit, meaning referrals.

And here's something to kind of keep in mind. When I have people who are learning my strategy that we call Referring Machines, which is how we take clients and contacts who have never referred and turn them into referral sources, I kind of teach this in a very specific way as to like where we start to make it easier on ourselves.

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But one of the things I'm known for saying is, hey, you're going to kiss a bunch of frogs before you find the princes and the princesses that are ultimately going to refer to you. And you just gotta know that.

Because when you're taking someone who's never referred to you, they've never considered referring you, that you know of, and now you're gonna ask them to do something where it puts their reputation on the line and they gotta know who they're gonna do it, right?

And you're not gonna ask them. Because in my world, you don't. You can't ask because it violates the science, and it shortchanges any results you can have on the back end. In that case, what we're gonna do is going to go slower. And so you just have to be ready for that. And not everybody you want to refer you will. And that's OK, too.

And here's the other thing that really kind of impacts this in some ways is it's really, like if you think about, so who you're planting referral seeds with, it has to do with who's referred you before. Have they referred you before or have they never referred you before?

And so what it looks like to generate referrals by planting referral seeds through your outreach, that has a lot to do with who they are. But the other reason why it depends is it also depends on if the person, whether they referred you before or not, it depends on, does that person come across your ideal client with some level of regularity to be able to refer you?

So it's not just, hey, I've referred you before. Oh, I've never referred you. Those are two different buckets of people. It's also, do I have the opportunity? Do I come across your ideal client? Do I have the opportunity to actually refer you? And that's the piece you don't control that everybody wants to control.

So you really have to be strategic about who's going to be on your list of never referred, and if they've referred you before, because you also want to know, do they have potential to refer you?

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So if you're a longtime listener of this podcast, you know that I talk about finding the people who swim upstream from you, meaning the people who are talking to your prospects before they get to you. And making sure that the people who swim upstream from you, the people who are hearing from your prospects before they get to you, that that's who you're building out referral source relationships with.

That's really, really important when you think about it, right? But if you really want to understand what's going to impact someone making the decision to refer to you, it really is going to come down to the relationship they have with you and how you continue to nurture that relationship while planting referral seeds.

You really can't have one without the other. So who you're planting referral seeds with is going to impact how quickly or not quickly you're gonna be able to plant those seeds and have them bear fruit, i.e. receiving referrals, right?

It's also gonna be impacted by does that person come across your ideal client with any level of regularity to be able to refer you, or are they like a one-hit wonder, because it happens?

And also, the other thing that's going to make this depend on how long it can take for referral seeds to bear fruit with you receiving referrals is the relationship that you have with them and how you're nurturing that relationship while planting the referral seeds as well.

So there's some moving pieces and there's some factors here we have to take into account for, and it's not like black and white. There's a lot of grey. And so you just have to understand it, which is why I'd loved when this question came in.

And I was loving the idea to dig deeper into this in the episode format, because can you imagine if I had tried to type all this in an email? Sam would have been like, oh, my gosh, Stacey, you wrote me like a book.

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Seriously, like I'll never read all this. So it's just easier to listen. Okay. So here, I want to dig in a little bit deeper as well.

Stacey Brown Randall: Hey there, pardon the interruption. If you're a longtime listener of this podcast, then you've heard me mention my Building a Referable Business coaching program, which is one way you can work with me. But did you know it's only one of three ways to work with me?

If you were just dipping your toe into getting serious about referrals and wanting to see what I'm all about, then I encourage you to grab your seat in my starter online course called Your Next Five Referrals.

If you have a small team and you want me to build your strategy for you and then teach it to you and your team live and help you deploy it, well then, you'll want to check out my VIP program because there are three ways to work with me.

Links to all three ways to work with me, the starter course, Your Next Five Referrals, the BRB coaching program, and my VIP program are in the show notes page for this episode, and they are listed right on my homepage to make it nice and easy for you. Just go to StaceyBrownRandall.com and you'll be able to see the three ways that I work with clients. Okay, now back to the episode.

Stacey Brown Randall: So digging in a little deeper on this, I want you to kind of understand what this looks like in reality for the clients that I work with, right?

So I've had clients who've received more referrals in 90 days than they did the entire year prior. I have also had clients where it takes six months or even longer before they start receiving referrals because there are a number of factors at play.

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And some of my clients that start with me who have never really received referrals, and so we have to kind of start that in their business, we're all about quantity, not quality, which I know sounds backwards to most people.

But if you don't have referrals coming into your business, we wanted to be able to develop the habit in people that they are going to refer you, which means you're going after quantity. It's not really about quality. It will become about quality. Oh, my goodness. Yes, it will.

And sometimes people receive more referrals in a couple of months, and it's all the right quality. That's perfect. We love that, too. That's fabulous. But that's not necessarily everybody's results.

So some people are going to be able to put some of the strategies in place and plant some referral seeds and it's going to produce results really quickly. Typically, that means there was a lot there you didn't realize. You were just sitting on a bunch, and you needed me to like point it out to you and you to be able to capture it. In other cases, it's going to take a lot longer.

And if you were in the place where right now, like in Sam's case, you're just a couple of years in, and you've only received one referral, or maybe you're 15 years in, and you've never received a lot of referrals because you've been focused on other tactics to grow your business, like running ads, or SEO, or just a crazy amount of networking, whatever it is, you're going to be starting a little bit behind. And so you have to recognize that.

So I have folks, when we're working together, I want everyone to get the results they can get as fast as they can get them. But I don't guarantee to anyone how quickly they're going to work for you.

I want you to double, triple, quadruple your results of referrals in one year. If you can do it in 90 days, awesome sauce. But I also know for some folks, it'll take six months or nine months. And it could very well take over a year as well. But those people typically know it before they start working with me, because I am very, very clear.

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When I talk to folks and I'm looking at their data, and we're having a conversation, and this is before they've joined working with me, and they're asking different questions, and I understand a little bit about what's going on in their business, and I understand their industry.

Because I'm very specific to work within industries where I'm knowledgeable about what's happening in their industry. I'll tell them, this may not happen in a year. And so you have to make the decision, right?

As I'm talking to that person, I'd be like, look, I want you to get these results in a year. But with what you're coming to me with, that may not happen in a year. We may need a little bit longer. I hope not. But we may need a little bit longer.

And so you have to be OK with it before, like, as I'm talking to them, I'm like, I tell them, you have to be OK with it before you make the decision to join. But I want to be very clear of what I ultimately think will happen within your business. So there's just a lot of factors at play.

But here's the thing you need to understand. There are ways that you can impact this process, that you can do the things you're supposed to do. And a couple of those things I want you to keep in mind is just you need to make sure you're deploying the right strategies to the right people.

There is a different strategy I would tell you to deploy if you are dealing with a group of people who have referred you before versus a group of folks who've never referred you. You cannot apply the same strategy to both those groups of folks. They need something different from you.

So it really is important, you impacting the process. This is not a like I have one way to generate referrals, I have one thing that I say, and I spray and pray it to everybody I know. Not gonna work.

You need the right strategies, which probably means different strategies, deployed to the right group of people. So in Sam's case, he has one

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referral source. Great. Awesome. Probably doesn't need a strategy to get more referrals from that one referral source just yet.

What Sam really needs is probably a few dozen more people referring to him. Then he can have a strategy in place to get more referrals from those dozen or more referral sources.

So it's really important to understand the language he would use and the strategies he would use for people who've never referred him, which is kind of where he's starting, will be different from the strategy he deploys later on when he has a couple of dozen of referral sources.

The next way that you impact the process is the consistency and the confidence in your language. There is a very specific formula that I teach to my clients about referral seeds.

Yes, like in the book and even on this podcast, I've given some examples so you can kind of like visualize it, but the way a client learns to write it and then use it and then continue to do that in their business long after working with me, it's based on a formula.

And so understanding that formula gives you the confidence to be able to understand the language you want to use. And then there's the consistency of using it.

I once worked with, I believe it was a financial advisor. This is, oh, I don't know, six, seven years ago, and they wouldn't use the language. It wasn't that they didn't think the language would work, they just kept forgetting. And they just, I'm going to be frank, because they kind of thought they knew better.

And so the reality of it is, is they kept doing the same, the outreaches they had always done, but they weren't using the language that I teach to go along with it. And then guess what? Nothing happened. They didn't actually get more referrals.

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And I kept saying, this is not going to work. You're not going to get what you want, because you're not also doing this additional piece. You can't have one without the other. You can't have the outreach, the touch points without the right language.

And that really is my secret sauce. And that really is my superpower, is the words, is the language when it comes to these situations.

And when I'm dealing with my clients, whether that's at the VIP level or in my coaching program, BRB, when I'm dealing with the language for them, I am taking an account to who they are, who is this group of people or person that they're communicating with? What's their industry? What's going on in their business? What's going on in their own minds? And I'm helping create language that would work for them.

And it sounds a little bit different for each person, even if it's built within the same formula, because it is personalized. But if you're not going to use it, if you forget, if you don't take the time to do it, or as my clients know, if you don't let me bless it before you send it out the door, that language, you're not helping yourself, and you're not going to positively impact this process of being able to receive referrals.

So that consistency and the confidence in your language is really key. That doesn't mean you're planting referral seeds with everything that comes out of your mouth. That would be weird. There's a cadence to this. There's a knowing when to use it and when not to use it.

Another way you can impact the process is your willingness to trust the process. You have to trust the process, because this is not input in three letters, or input in, let me use this example, input in three numbers, one plus two plus three, and automatically, immediately, you're gonna get your answer, six. That's not how referrals work.

So you have to be willing to trust the process. And I always tell folks when I'm working with them, I want this to go as fast as you want it to go. But

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you're going to have to do your part, and your part is to do the work, but also to understand and trust the process.

So I typically don't share results like this because it's little hard. I don't like it when people get in their heads, oh, that's going to be me when they hear some amazing results one of my clients has had. Like I do share results.

Obviously, you guys hear the episodes where I have folks come on and talk about what they've experienced because we are getting results in my programs, which is great. But this one is a little unusual.

So it's not like one that like, you know, you're not gonna find it right now on my website or anything like that. Maybe in the future you will, but right now you won't find it.

But this is a person who recently joined my coaching program, joined in late June. I think their date that they joined the coaching program was like June 20th or 21st. Okay, now we're the middle of July, like prior July 15th.

So we're talking about 20 days, 25 days, obviously you guys know I don't do math very well. Already, in 20 something days, this new client of mine has received referrals worth of \$30,000.

I'm not going to guarantee that to anybody, but I'm super excited that she has experienced it. I'm super excited that she's fast. I mean, when I say fast start, fast start. Like she was already absorbing things from my book and from this podcast and from the trainings that she had experienced. So she was already starting to put some things into place.

And then she just dove in and got those missing pieces she needed because that's what I give to my clients. And she was willing to trust the process. And guess what? The process was like, yep, here it works.

And so again, I am not saying that you can come into any of my programs at any level and get \$30,000 worth of referrals in 20 something days. But I do know when the people trust the process, that's when the process can

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work for them. And that trusting the process is in two ways. It's doing the work and then also trusting the process that it needs time to run its course.

The other way you can impact the process is being willing to set the right expectations, because a lot of times I'm going to ask you to work backwards. I am going to ask you to work backwards and go slower and go in a different direction and show up this way, and it's going to feel so far away from referrals. And that is absolutely correct.

And so people have to be on board with me with that. When I ask you to work backwards and put the other person's needs first, long before your need for referrals, and managing the right expectations of the time that it could take, when they are willing to do that, that's when we impact the process as well.

Most people that I have the pleasure of working with are really good, amazing people who do really amazing work. And they actually don't want to take advantage of people. They want to make sure that people know that they are thankful for their support and their referrals. They want to be able to help other people.

They understand this whole world of karma and what you give is ultimately what's going to come back around to you. And when they come in with that mindset, and they have the right expectations, and I say, now work backwards, and they're like, OK, I'm going to trust this process.

They also know that it's just being a good person, but obviously with the strategy behind it, and language behind it, and consistency behind it. There's a whole process there too. So I think it's really important that we pay attention to the strategies and tactics that we choose to deploy in our business.

When people come to me and they're like, how do you get referrals for your clients? I'm like, I'll tell you what, it's not a 12-point email campaign that you're going to drip out to folks with language, having them think about giving you referrals.

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It's never going to be it. It's not what I do. And if that's what you want, great. I'm not the person that you should ever consider hiring. But if you're willing to learn the right strategies and deploy them to the right people, not all the people, but the right people, to be consistent in your efforts, right?

Don't ghost yourself and just stop doing it. Have confidence in the language, a willingness to trust the process, also to set the right expectations and to work backwards, then you're gonna be in good shape.

It may not work as fast as you want. It may work way slower. Maybe it'll work faster than you can imagine. Everybody's going to have a little bit of different results. But the reality of it is, is when you look at the science behind referrals, all of my strategies are built with that in mind. So that gives us the greatest opportunity to have the results that we are looking for.

So this may be one of those episodes where you need to go back and really listen to everything I said because I started out with the question, of course, that Sam asked and I started out talking about how long referral seeds will take to bear fruit, i.e. referrals, depends because it depends on who you're planting those referral seeds with and we drove into like different groups of folks.

And then I talked about the relationship. It's going to depend on the relationship you have with that person. And then we dug a little deeper. We talked about the ways that you can impact that process.

So three big pieces to this episode that maybe you want to go back and listen to. I would certainly encourage it for you to check that out. And, of course, the show notes page for this episode can be found at StaceyBrownRandall.com/320, that's 320 for episode 320, and don't forget Stacey has an E.

On the show notes page, you can find the links to the resources that were mentioned in this episode and of course also the transcripts.

Ep #320: Referral Q&A

We're back with another great episode next week created with you and your needs in mind. Until then, you know what to do, my friend. Take control of your referrals and build a referable business. Bye for now.