



Full Episode Transcript

With Your Host

Stacey Brown Randall

Stacey Brown Randall: Hey there, and welcome to the Roadmap to Referrals podcast, a show that proves you can generate referrals without asking or manipulation. I'm your host, Stacey Brown Randall.

Roadmap to Referrals with Stacey Brown Randall

Ep #384: It's Live: The Referable Client Experience Book

I teach a science-backed methodology and framework that generates referrals without asking. This podcast and working with me is all about taking control of your referrals on your terms. Join me every week as we break it down.

Okay, it's real. It's live. It's here. My second book, The Referable Client Experience is officially live. It is now available in all formats, printed, e-reader, all the things that it's supposed to be. So I am very, very excited about this book.

I can't begin to tell you. This is such a journey of getting a book out into the world. And it being my second one, I actually knew exactly what this journey was going to look like. And so I knew that it was going to be tough, which is probably why I put it off for as long as I put it off.

So I wanted to spend this episode just spending a little bit of time celebrating this book. And of course, sharing some things with you about this book and about why you should read it.

But let's just start with first and foremost, the book, The Referable Client Experience, the second book, is ready for your consumption. It is available in all formats, whether that's printed, e-reader, and also audio.

So you can find the book wherever you prefer to purchase your books. If you want to do that on Amazon, great. If you want to do it through an indie bookstore, great. They may have to order it for you.

And of course, if you want to order it in another format and another place, you can do that as well, depending on where you are in the world.

So for this episode, not only did I want to share that the book is official, it is live today. If you're listening to this on the day this episode drops, it is release day.

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So if you're listening to this episode on Tuesday, October 21st, welcome to the party. If you're listening to this later, great. Guess what? All this information is still relevant, still the same. Great.

But I wanted to share for this episode a couple of things about this book. I wanted to share first about who this book is for. And then I want to share about why I wrote it the way that I did. And then, of course, how you can join in the celebration of the release of the book and get some really cool bonuses as well.

So let's first start with who this book is for. Like all of my work, I provide resources, information, training, coaching to business owners and professional services and creative industries, meaning I work a lot.

And my books, as well as my paid programs and this podcast are really meant for attorneys and consultants, real estate agents, financial advisors, CPAs, bookkeepers, interior designers, business coaches, architects.

So it's a kind of a mix, right? When you think about B2B and B2C, but really, they fit into the industries of professional services and creative industries.

And the big thing that all of my clients have in common is that when a client decides to work with them, it's not typically a small amount of money for an investment, right?

So you think about buying a house or you think about putting an attorney on retainer for your business or having an attorney create your will and estate, right? Those aren't things that cost hundreds of dollars. They cost thousands of dollars.

And some of the clients that I work with, when a client says yes to working with them, we're talking about \$50,000, \$100,000, \$250,000 and up, in terms of what their clients will be paying for them.

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When you're in a professional services or creative industries, and when your clients invest a pretty penny to actually work with you, there is a level of trust that just goes into that relationship, which means it is perfectly and wonderfully positioned for you to receive clients by referrals.

So this book is meant for the same group of humans that I do all of my work for. Now, I do want to take a minute and just read the dedication.

Some of you may have seen the video we posted on social media about a week ago of my mom learning in a video, I thought she was going to kill me. She was a really good sport about letting me record her even though she had no idea what was happening. That's not how my mom rolls.

But so some of you may have seen that video where my mom learned that this book was dedicated to her, but my books always have two dedications. So you may have seen that, that of course the personal dedication of this book is to my mom.

My first book, *Generating Business Referrals Without Asking*, I probably should have had it available to show it on the screen too, but the first book is actually dedicated to my father, which is really, really special.

And I'm glad I did that because I would not have known that a couple of months after me receiving my author copies, or not even a couple of months, I think less than a month after me receiving my author copies and being able to put the book in my father's hands, he passed away unexpectedly.

So the first book is dedicated to him, and I'm just glad that that's how it all worked out. I always knew that this book would be dedicated to my mom.

So you may have seen that dedication. She read the dedication out loud. She read it as she was learning about it for the very first time. It's a very sweet video. I'm so glad I have that to have forever and ever. I wish I had a video of my dad reading the book.

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My dad did read the book before he passed. He actually had read it in the manuscript format. He hadn't actually had a chance to read it in book format, but that doesn't matter. So that's my personal dedication.

The book always has a professional dedication as well. And I thought I would just read that of who this book is dedicated to. Because you might realize and hear yourself in this dedication.

So here is the professional dedication of this book. To those brave enough to jump into business ownership, you make the world a better place. Let your light shine bright.

So this book is dedicated to all the people who decide, yes, I'm going to try to become a business owner. And whether you're successful or not, remember, I had to fail in business before I then started a second business to succeed, it doesn't matter.

When we decide to create businesses and start businesses and put our expertise out there in the world, we make the world a better place. And so this book, The Referable Client Experience, is dedicated to you as well.

Okay, let's talk about why I wrote it in the way that I did. So when you read the book, you'll realize that the book is broken down into three parts. And I'm going to take some actual future episodes and kind of break down each of the parts.

I'm not going to read the book in those episodes. There's an audio version if you want me to do that for you, but I just want to break down the three parts and kind of give you the overview of what to expect. But just for right now, I'm going to do this at a high level.

The first two parts of the book are focused on the importance of being referable before you focus on generating referrals, which is what the third part of the book is about.

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There is really no language tip or tactic or anything I can teach you about how we bridge the gap to referrals that will actually help you overcome a choppy or poor client experience, right?

You have to implement first the referable client experience. And then you can bridge the gap to referrals. So of course, the book was written in that way.

I know there are people who are going to pick up this book, and they're going to be like, OK, let's just go straight to part three. And they'll be like, oh, bridge the gap to referrals. Bridge the gap to referrals.

They'll be like, let me just grab all the tips that we have back here. I know there are people who will do that. And maybe that'll work for you.

Maybe you believe you have a referable client experience, and you're like, I'm ready to jump right in. So you'll jump right in. Great. But I don't actually recommend that.

What I really want you to consider is reading the book in order the way that it was written, because there are things you probably don't realize you are missing that make you referable.

Because people believe that if you do great work, then you should receive referrals. But yet most business owners who do great work, like you, are not actually receiving referrals.

So the question is typically, am I doing something wrong? And the answer is usually no, but you're probably missing something. So it's not something you're doing wrong, but you're not doing everything you can.

Because what you have to understand about the client experience is that's how your clients feel when they are working with you. So there are things we need to have in place that help them feel what we want them to feel by the experience that we're ultimately delivering.

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So that's why I wrote the book in the order, took my time with understanding the client experience and breaking that down and taking two parts of the book to break that down and then moving into the last part of the book to talk about how we then bridge the gap to referrals.

Here's the other thing, you're not gonna know if anything I teach you, whether you're listening to the podcast, you read all my books, or you're working with me, and you know this if you're working with me because I'm kind of a stickler for it, but you won't know if anything that you're learning from me is working if you're not tracking.

And that's one thing we talk about in the conclusion of the book, actually, is like, you've got to have patience for this to start working and you have to track so that you know that it's working. So kind of keep that in mind if you get your copy of the book.

For this book, I also did something I haven't ever done before, which is create a workbook to go along with the book. And that will be ready in a couple of weeks.

So I know the book is releasing today and you can get your hands on it. The workbook isn't quite ready. It will be ready though in a couple of weeks.

And I'm really excited for how it's gonna support the readers and the journey of them reading this book and then completing the exercises that I lay out in the book.

There's one exercise that I have you do in chapter four. It's my absolute favorite thing to watch my clients do because when they first learn about it, they're like, oh my gosh, I need that. And then they do it and they're like, this is so cool.

So I'm not going to give anything away. You gotta go read the book to learn more about it. But it is one of my favorite things. And of course, we walk you through it. We walk you through all the exercises in the workbook, of course.

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And then, of course, if you've read my first book, you know I really like to put additional free resources available to my readers by giving you a very special link. It's inside the book.

I'm not going to tell you what it is. You got to buy the book to get to the special secret link. And it's just for readers and you can have access to those insider resources.

The truth is, not everything can fit in a book. And this is not a thick book. This is not, this is not like, you know, a Simon Sinek, Daniel Pink, 400-page book to read and get through. I don't know if their books are 400 pages, but they feel bigger to me when I read them.

Like this is much, much smaller. This is 150 pages, 160 pages. I don't know. Hold on. Let me look. Yeah, it's about 140 something pages. It's not gonna take you long to read.

I like writing shorter books because I've learned with business owners, this is why you guys actually read them. Because you're like, I can do this. I can tackle this. It's not a tomb that I have to read. It's gonna take me years to finish, right?

Now, of course, if you're a voracious reader, then it doesn't really matter the length. You'll probably consume this in record time. But of course, I know that not everything fits into my books because of how I write them.

So we have the free resources provided just for readers. There's a special secret link and a QR code in the book you can use to download those resources. And you can also get the workbook as well to help you complete the exercises.

Okay, so the final thing I wanted to talk about is how can you join in the celebration of this book's release and get some really cool bonuses in the process.

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So we have three great options for you. So if you're planning on buying the book, you might as well get something free for it in the process.

So if you're planning to buy a single copy of the book, you can also then leave a review and that will get you access to a free copy of the digital workbook. So you won't even have to buy the digital workbook.

Now this offer expires on Halloween, for those of you who celebrate Halloween, on October 31st. So it's like less than two weeks for you to take advantage.

But if you're going to buy a copy anyways, and you're willing to leave a review, wherever you buy the book, if that's Barnes and Noble, if it's Amazon, wherever you buy the book, leave a review, you can get a free copy of the digital workbook. But this has to be done by October 31st.

Now, if you go to our book website, which is ReferableClientExperience.com, it actually explains right there on the homepage what you have to do to get your copy of the workbook.

So you've got to buy the book, you've got to show us the receipt, and you've got to then screenshot the review once it's been posted.

So you've got to give yourself some time, particularly if you do this on Amazon, because they sometimes take a couple of days for the review to show up live.

So go ahead and get the book now, get it read, and leave that review so you can get a free copy of the digital workbook. And that has to be submitted to us by October 31st. That is when that offer ends. So I hope that you will take advantage of that.

And I'm just going to go ahead and say this, and I know this sounds super selfish, but I'm really hoping for a five-star review. Like, I'm just going to put it out there, right?

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I want you to be honest. I want you to write whatever you feel like you need to write, but I'm really hoping it's a five-star review. So that clearly helps other people find the book when there are people saying the book is good.

Hopefully you'll, I don't want you to lie. I want you to say it's a five-star review because I hope that's what you think it is.

I was actually on a podcast interview the other day and the guy said, he goes, I've had a lot of authors on my show. He goes I read all their books before they come on the show. And your book is in the top 1% of all the books that I've read, which is such an amazing thing to hear from somebody who reads a ton of books and then interviews a ton of authors.

I also learned from my publisher, she told me in one of our calls that my book has actually become required reading for everybody on her team, which that's pretty cool too.

Alright, so another way that we are offering some additional opportunities to participate in the fun of the book release is if you're considering buying bulk purchases.

So like if you wanna buy copies, if you have an office of real estate agents or maybe financial advisors, maybe you've got a firm of attorneys.

Maybe you belong to an association, or you belong to a leads group or something like that and you want to buy books for all of those folks, you can do that at a bulk discounted rate, and you can get 25% off your books starting at 50 copies and above.

So again, go to ReferableClientExperience.com and all that information is right there for you, which is great to have, if you're planning on buying a bunch of books.

But a discount is great, 25% off the book starting at 50 copies. But there's one other thing I want to bring your attention to, and this opportunity and option I'm really excited about.

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I am offering a masterclass on this book where I'm going to teach you what's in the book and what's not in the book so that you can have your client experience, so you can start building that in November and have it finished before the end of the year.

So it's the Referable Client Experience Masterclass and over three sessions plus a Q&A session, I'm going to teach you live and you're going to do the work in between those sessions and have it done.

Like, how many times do you buy a book, read it, think, that's amazing, I should implement it, and then go back to your to-do list and get busy? I'm not going to let that happen. You can join me in the master class.

Now, I did this a couple months ago for my first book. It was the More Referrals Masterclass, and that was based on what people learned in my first book. And so now I'm going to do it again for this as my second book, and I'm very excited.

And you can purchase a seat in the masterclass, just like you could have done in the first one, or you can attend for free by buying 30 books on Amazon. It has to be 30 books on Amazon, and it has to be the printed version. E-readers and audios don't count.

You have to buy the printed version. You have to buy 30 copies. You have to show us that you bought 30 copies, and you got to leave a review as well. And if you do that, then you'll get registered in our masterclass for free.

So this offer expires November 5th, so we can get you registered and ready to start the masterclass when we start the second week of November.

So, of course, three great options, buy a single copy, leave a review, get a free copy of the digital workbook, or if you're gonna buy 50 or more books, buy them in bulk and get 25% off your purchase, or attend the masterclass, and let's put all of this stuff into practice before the end of the year.

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You can attend the masterclass by purchasing 30 copies of the book and leaving a review. Now, some of these have deadlines.

Everything is mapped out on the book website, The Referable Client Experience. And that book website is ReferableClientExperience.com.

You can also download a free chapter from that website as well if you just want to dip your toe in before you take the next step.

OK, so as I wrap up, just as a reminder, three great options to celebrate the release of my new book, The Referable Client Experience. I'm so excited.

I really should have had a confetti popper to go off at this moment, but I don't. I don't know. Maybe we can edit that into the video.

But you can also access a transcript of this episode plus all the links I just talked about on the show notes page for this episode, StaceyBrownRandall.com/384.

Okay, thanks for making it to the end. Until next week, take control of your referrals and build a referable business. Bye for now.