

## Ep #385: The Referable Client Experience: Tackling Part 1

# ROADMAP to REFERRALS



with *Stacey* BROWN  
RANDALL

**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 #385: The Referable Client Experience: Tackling Part 1**

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, as I mentioned in last week's episode, that is [episode 384](#), my new book, The Referable Client Experience, ta-da, is live and has been now for over or right about a week. So it's a very exciting time, very exciting time.

So for this episode, I want to give an overview of the book, and I wanna break down some key points in the first section.

I'm not going to read the book, but I just want to break down the things I really want you paying attention to as you're reading the book. And we're going to focus this episode on the first section or part one of the book.

But as a reminder, the Referable Client Experience, this book, just in case you're wondering, you know it's available. It's available in all formats, printed, e-reader, and audio.

But I just want to remind you of a few bonuses that we still have available, but the clock is ticking. So keep this in mind.

First, if you want to buy a single copy of the book and leave a review on Amazon after you purchase the book, preferably a five-star review, you can receive a free copy of the digital workbook. And this offer though expires in just a couple of days on October 31st.

Now, if you're considering bulk purchases of the book, you can receive 25% off your purchase with a minimum order of 50 copies. That offer does not expire.

And then the final one is a really cool special offer that I'm very excited about. You can actually join me live over three sessions plus a bonus Q&A session in my Referable Client Experience Masterclass, where I'm gonna

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be teaching and helping you implement in real time your Referable Client Experience before the end of the year.

But we kick off in November, about the second week of November, so the clock is ticking on this opportunity.

You can purchase a seat in the masterclass and not do anything else, totally fine, or you can attend the masterclass for free. I'm using air quotes for those of you listening to this in audio format.

Because your free seat in the Masterclass actually comes with you purchasing 30 copies of the printed version of the book on Amazon. So not the e-reader, not the e-book, and not the audio. It's got to be 30 copies of the printed version.

And of course, that offer expires on November 5th, so just one more week, two more weeks to take advantage of that one, because we have to get you registered and get you prepared to start our Masterclass the second week of November.

So that deadline is ticking, but if you want to like, hey, you can buy 30 copies of this book, which will cost you way less than actually just buying a seat in the masterclass. You can buy 30 copies, leave a review, and then join our masterclass for free.

So you can learn all about these offers at [ReferableClientExperience.com](http://ReferableClientExperience.com), where you can also download a free chapter as well.

Okay, let's tackle part one of this book. So like I mentioned, I am not going to read this entire book to you via the podcast. There is an audio version for that. If you want me to read the book to you, I spent 10 plus hours reading that book.

And then, in the moment of reading that book, realized there's just some words that I cannot pronounce. For some reason, while I was recording the audio version of the book, I wasn't able to say the word literally. Like, could

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not say it. Had to rewrite an entire sentence for the audio version of the book because I couldn't spit it out.

I can say it now with no problem, but not when I was in my recording cave. So there is an audio version if you want me to read the book to you. It would be my honor and delight and pleasure. You can go purchase the audio copy.

But in the podcast, for this episode and a couple of upcoming episodes, I do want to give you a breakdown of each section. And we're going to tackle section one, part one in this episode.

Now, for context, the book is broken down into three parts. Part one is called *Feelings Drive the Experience*.

Part two is titled *Connect the Stages of the Client Experience*. And part three is called *Bridge the Gap to Referrals*.

So let's talk about part one. The big question that I want you to be able to answer after reading part one and the chapters that make up part one is you knowing, what is it like to work with you? Like you having an answer to that, or at least you formulating what you want it to be.

You may have to go implement it. So that is actually the reality, right? But I want you to be really clear. Like, do you know what it's like to work with you?

Have you ever taken the time to put yourself in your client's shoes? That's the big question we're asking in part one of the book.

Now the chapters in section one dive into understanding, and this is really important, that understanding that being small, so a small business, is actually your superpower because it allows you to provide a tailored client experience that big businesses only dream about.

So you should be leaning into that, right? And one of the best parts of having a referable client experience is that it becomes impossible to copy.

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And it also focuses on, because when you think about it, let me back this up for a second, why your tailored referable client experience, as long as it's an intentional one, why it becomes impossible to copy is because it focuses on not only delivering great work, but also on the relationships you build.

And being small is your superpower and your ability to do that. But of course, I don't mean that means you have to know everything about every client and spend hours and hours and hours having coffee with them, right?

It's different ways that you can do that. But when you're small, it makes you able to lean in and do things differently. And that's what we tackle in this book.

Section one also dives into the nuts and bolts of the client experience. What's its definition? When does it start? When does it end? What is the formula that we follow that makes a referable client experience?

And of course, breaking down the three client experience stages. So you get all the nuts and bolts about the client experience, too, before you move on to the next two sections.

There are two important exercises that you will do in section one. Please, please, please don't skip them.

I know people have a tendency to read a book and be like, I'll come back to that and do it later. And then they don't. Don't let that be you.

One of those exercises is actually to map out your current client experience so you can know what you have, where you can figure out what you are going to improve upon.

If you're in business and you have serviced at minimum one client, you have a client experience. It may be very fly by the seat of your pants if you've only worked with one client, but as you work with more clients,

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every business owner knows this, you start to realize that you do the same things over and over again.

Yeah, you tweak things a little bit better, right? But you do the same things over and over again. You know, the agreement that they sign is provided and then there's an email that goes out that says that you received it and then there's a calendar appointment that goes out, or a video that's made, or a meeting that is scheduled.

You have a sequence to how you work with your clients. And you start developing that from the very first client you work with. Even if your very first client is pro bono, it doesn't actually pay you. You start building out that client experience.

What happens though is that most of the time that client experience happens by happenstance. It's like, hey, I got a client. Let's do it. Oh, I got a second client. Okay. Now I'm on my fifth client. Okay.

Now I'm on my 12th client and you've refined it and you have a little bit of that repeatable client experience, but you're probably not paying attention to everything that you're doing.

One of the exercises, the very first exercise I'm going to ask you to do in chapter two of the book is to map out what it is you are doing from your client experience perspective.

And I'm going to guess that the majority of that is based on the work that you do. Oh, I do this, and then I do this, and then I do this.

Now, there is actually a checklist of questions in here that helps you start thinking about this. So you can put it down on paper. And that's really important that you put it down on paper, digitally, analog, whatever. It doesn't matter. But you've got to get it written down in some way, shape, or form.

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Because once you know what your current client experience is, and then you keep reading the rest of the book, you'll start paying attention to like the best practices and the pitfalls to avoid and the different things I talk about in the book. And you'll be like, Oh, now I know my gaps and I know how to improve.

The second exercise that is in this section, that's really important to do is to determine in advance how you want your clients to feel while working with you.

And we call that the ideal client reaction activity, and it is in chapter three of the book. And it's really important. You get intentional about, how do I want my clients to feel?

And I walk you through, like, of course you probably want your clients to feel a ton of things, but I walk you through how to narrow it down to a couple of things. And then I provide to you a couple of examples of my clients who've actually done this work.

It's really important you know, like what emotions do you want to evoke from your clients, and being really clear on what that is, because that will drive the type of additional things that you put in to your client experience.

So these two activities, they do really form the foundation of improving your client experience, of building a referable client experience, so that you're worthy of referrals.

For some of you, it's gonna be really like minor tweaks, which is awesome. For others of you, you may feel like it's a little bit of an overhaul, but it's improvement nonetheless, and you need to be focused on it, and you gotta be willing to do it.

So hopefully that's a good overview of part one of the book and it's got you thinking, huh, maybe I should go grab this new book of Stacey's. Maybe I should go buy this book that Stacey has out there. I would love for you to do that.

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And as a reminder, there are a couple of things that you can get as bonuses right now because we are still in the, it's maybe a week later, but we are still fresh in the release of this book.

So if you buy a single copy and you leave a review on Amazon, preferably a five-star review, please, you can receive a free copy of the digital workbook, the companion workbook that goes along and helps you actually complete all these exercises and activities.

But this offer expires in like four days, depending on when you're listening to this episode. It expires on October 31st.

So you got to buy that copy. You got to leave the review. And then obviously you have to show us proof of purchase and send us a screenshot of your review.

So there's some things you have to do to make that happen. So go ahead and do it today if you haven't already.

If you go to [ReferableClientExperience.com](http://ReferableClientExperience.com), it maps out everything that you need to do and where to send it, like what's the email address you send your review and your proof of purchase to.

Alright, if you're considering bulk purchases, you can also get 25% off a minimum order of 50 copies. That will always be available. Maybe not that high of percentage off, but for the release and until the end of the year, if you're considering buying bulk purchases, you can get 25% off a minimum order of 50 copies.

And of course, one last opportunity, you can join me live in the Referable Client Experience Masterclass, the masterclass built on this book, where I'm gonna walk you through implementing your Referable Client Experience before the end of the year.

You can purchase a seat in the masterclass, right? You don't have to purchase a book to also, to be able to be in the masterclass.

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You can buy a seat, you can purchase a seat in the masterclass, or you can attend the masterclass for free, air quotes again, by buying 30 copies of the printed book version on Amazon, not the e-reader and not the audio.

But this offer expires in like less than two weeks on November 5th. This is all in 2025, depending on when you're listening to these episodes.

So this offer has to end on November 5th, because you have to be able to submit everything to us so that we can see that you bought your 30 copies and you left the review so that we can get you also have time to get you registered and set up for the start of the masterclass, which starts the second week of November.

If you're listening to this after November 5th and you're like, ah, I missed my chance. You can still join the masterclass. There will be information available about joining the masterclass. Just go to the show notes page for this episode, which is [StaceyBrownRandall.com/385](http://StaceyBrownRandall.com/385).

But again, you can learn about all the offers that we've talked about with the book at [ReferableClientExperience.com](http://ReferableClientExperience.com). And you can download a free chapter of the book as well. If you just want to dip your toe in before you decide to go with one of these offers and purchase the book.

Again, the link to the show notes page for this and of course to find the link to the book website and access the transcripts for this episode as well is at [StaceyBrownRandall.com/385](http://StaceyBrownRandall.com/385).

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