Ep #386: The Referable Client Experience: Tackling Part 2

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**

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 I break it down.

So last week, I gave a breakdown to the first section of my new book, The Referable Client Experience. So I'm gonna recommend if you haven't listened to that episode yet, pause me right now, go back to episode 385 and check out, we kind of give you the overview of section one of the book.

Now I mentioned this last week, so let me just say it again, I am not reading the book. There is an audio version of the book where I did read the book for you.

And if you want me to read the book to you, you can go grab the audio version. I'm not quite sure I actually could put myself through that again and read it, even for the sake of this podcast that I dearly love.

But I do want to give like a breakdown, so you know what to expect. And you kind of have a high-level overview of each section within the book. So today for this episode, we are going to tackle part two of the Referable Client Experience.

But before we dive into that real quick, we do have some final bonuses that you can take advantage of if you are purchasing the book, because we're still in that first couple of weeks' window of the book being out there being released.

So you can still, it's not too late, if you would like to join me in my live Referable Client Experience Masterclass, where I'm going to teach you what's in the book so that you have it implemented before the end of the year, you can purchase a seat in the masterclass.

Or you can attend for free, using air quotes, by buying, purchasing 30 copies of the printed version of the book on Amazon and leaving a review.

So you can't buy it as the e-reader, you can't buy it as the audio, you gotta buy 30 copies of the printed version, leave a review, you gotta show us that you bought those 30 copies, you gotta show us your proof of purchase, you gotta show us your review posted as well.

And if you do that, you can get a free seat inside the Referable Client Experience Masterclass. Now you may be thinking, whoa, 30 books, that's like a lot of books.

Well, the masterclass is $1497, and the cost to typically purchase around 30 copies, depending on in the moment you check Amazon what they have the price at, it's going to cost you less than $600.

Now granted, I do want you to know what you're gonna do with those 30 books. So maybe you can like put them in the free reader libraries that are around your neighborhood, maybe give them to other people that you think will be helpful.

You do need to probably offload those 30 copies, maybe donate them to your library, whatever it is.

I know you probably personally don't need 30 copies of the book, but if you're wanting to buy 30 copies, you can attend the Referable Client Experience Masterclass for just the cost of buying those copies and leaving a review.

And preferably we're looking for a five-star review, obviously, but we want it to be an honest one as well.

Now, here's the thing, this offer to get into the masterclass for only the cost of buying those 30 books and leaving a review is November 5th, which is tomorrow, if you're listening to this episode on the day that it drops.

And the reason for that is, is that we need to make sure you've got your purchases in, we've got to get you registered for the class, and we've got to get you set up, ready to go for the masterclass that starts the second week of November.

And of course, if you're considering buying bulk purchases and you just want to get a discount on bulk purchase copies of the book, you can get 25% off with a minimum order of 50 copies.

Okay, again, you can learn all about this at ReferableClientExperience.com. And of course, I'll link to this in the show notes page as well. And if you want to download a free chapter of the book to get started, you can do that too.

Alright, let's tackle part two of the Referable Client Experience. Now, as I said, for context, the book is broken down into three parts.

The three parts are: part one, Feelings Drive the Experience, and that is episode 385, where I break that down.

Now we're in part two, this episode, episode 386, and it is Connect the Stages of the Client Experience.

And part three will come up next week, and that's where we talk about how we bridge the gap to referrals.

So the big thing I want you to understand about what I would kind of consider like the big objective for this section, for section two, is recognizing the stages that you have in your business. So there's new, active, and alumni.

Recognizing do you have two stages or three stages, and then making sure you understand that in addition to the work that you do for your clients, you are also, so those are considered work touch points, you are also making sure you're deploying some relationship building touch points as well.

So you're doing both. And that's the piece I find that people miss when they get into like just the busyness of doing the client work, they kind of forget they also need to be connecting from that relationship side as well.

Now, we're not looking for you to be like, hey, I do three work outreaches, so now I got to do three relationship outreaches. That would be weird, right?

When you look at it overall, when you're looking at each of your client stage, new, active, and alumni, it's really, we're looking for about 20 to 30% of those to be relationship-based touch points.

Now it is different when you get to the alumni stage because there's no work to be done. This is for those of you, businesses that where your clients are, when they're done, they're done working with you, right?

So different from like a CPA, for example, that wants to keep their clients forever by preparing and filing their taxes.

The alumni stage is for the businesses that, hey, my clients end working with me. And there is no work that happens in the alumni stage. So you have to make sure you're paying attention to just relationship building touch points.

Now, of course, the book is going to walk you through each of these three chapters, the new stage, the active stage. and the alumni stage.

And it's going to do it through the lens of that client experience formula, which is the work you do and the relationship you build. But it's not a one-to-one, right?

It's more of like, hey, if I had 10 touch points within a stage of my client experience, maybe one to two, possibly three, depending on length of time, I would also want to add from a relationship-based touch point.

And we talk about ideas. There are best practices in these chapters. There are pitfalls to avoid. There's like the big thing that usually your client is feeling as they enter each of these stages. That is all in here and very, very important for you to understand.

So the chapters will walk you through determining what your clients are feeling at each stage and provide ideas on how to infuse those relationship-based touch points that are really going to drive their emotions, of how they feel when they're working with you.

Again, we've got the best practices to consider and pitfalls to avoid. And like, let me give you an example, because this may be helpful, right?

One of the pitfalls for people to avoid is how to address the quiet voice in the new client stage. Right?

Your clients are thinking things, and they have some concerns, but they're not necessarily voicing them to you. It's like buyer's remorse, right? They're feeling it, but they're not saying it. And they kind of just run through their head.

And you need to know how to identify what the quiet voice is. What are the things your clients are worried about when they first say yes to working with you? And then what are you going to do to address it? We talk about that in the book.

We also talk about how to overcome the lull of complacency in the active client stage. You may be doing all the client work, but your client may not be seeing anything happening, or they may have to play the waiting game a lot.

And so we want to make sure we know how to overcome and manage that lull of complacency when your clients are playing the waiting game, waiting for the next thing to happen. And then, of course, some best practices to consider in our alumni client stage as well.

One important exercise, again, we walk you through a lot of things in this book, and that's why there is a companion workbook that you can also purchase to go along with while you're reading the book.

You can actually do the exercises in the companion workbook, and there's more information in that companion workbook as well.

But there's one important exercise that is in part two of this book that I want to make sure you do. It's one of my favorites. It's called expectation mapping.

It's visually showing your clients what it looks like to work with you. There's some examples in the book. We have some additional examples on our reader-only resource page that you can download if you're a reader.

And of course, you have the link that is secret and it's inside the book. So you can get some other examples of what these visual expectation maps look like, but it is one exercise you got to do.

It's my favorite. I'm telling you it's my favorite because when people see it and do it and use it, there's always an aha moment that happens for them as the business owner, and then they get to watch and see it happen with their clients as well.

Alright. So that is your breakdown of section two, part two of the Referable Client Experience. And if you haven't bought your copy, what are you waiting on? Please do so.

As a reminder, you can still join me live in my Referable Client Experience Masterclass by purchasing 30 copies of the printed book, leaving a review, showing us that you did those two things, and you can come into that masterclass for free in November.

But we're getting started next week, so you have to get your registration in so that we know that you are ready and that we've got you registered and you're ready for the masterclass to start.

I mean, let's be honest. How often have you picked up a book and read it and thought, oh, my gosh, there's some things in here I need to put into practice in my business and then put the book down, and went back to work and completely forgot or just got busy and you didn't forget, but you didn't make time to do the things you just read.

Well, the masterclass is all about not letting you be in that position. The masterclass is all about, hey, I'm going to walk you through all this stuff and I'm going to have you do it. And there will probably be some homework to do in between our classes. That's OK. You're grown up. You can handle that.

And you can do it over the course of a couple of weeks and have it all knocked out before the end of the year. And you're going to have me right there live with you doing it and then looking at what you're doing and telling you if it's right or not, which is also super valuable in and of itself.

So definitely want to get signed up for that masterclass. You can sign up for the masterclass, or you can buy the 30 copies of the book, leave a review and be able to come into the masterclass for free.

To learn all about this, you can go to ReferableClientExperience.com. And of course, download a free chapter if you want that as well.

Alright, you can access the links that I've mentioned, which is really just one link. It's all about the book right now, ReferableClientExperience.com.

But also you can access the transcript for this episode, plus any other links that we've talked about on the show notes page at StaceyBrownRandall.com/386.

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