

Ep #387: The Referable Client Experience: Tackling Part 3

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 #387: The Referable Client Experience: Tackling Part 3

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.

Alright, so last week on the podcast, [episode 386](#), I gave a breakdown of section two of my new book, The Referable Client Experience. So we are talking all about the book right now. We're kind of in this little mini-series talking about the book.

So the episode before that, [episode 385](#), I gave a breakdown of section one. So there are three sections in the book, and we are going to tackle the final section with this episode, and that is we're going to tackle part three.

So if you haven't gone back and listened to 385 and 386, where I break down part one and part two of the book, I'm gonna recommend you do that. I mean, you don't have to, but you can definitely do that. It'll make sense as to how I'm diving into, of course, part three.

But first, if you haven't purchased your copy of the book, The Referable Client Experience, please do.

At the time of this recording, so I am recording this, weeks before you guys will actually hear it in your earbuds, but at the time this was released, it actually got noted by Amazon as a notable arrival.

So I didn't know what that meant. I had to look it up. Thank goodness Amazon gives you explanations right there. But basically, it just said that Amazon has selected it as something that has been shown to be successful.

I'm totally paraphrasing what they said, but that's what I read. That's what I heard. Like, ooh, something that people were going to like and it's going to be successful based on past maybe buying habits of people or what people are showing.

Ep #387: The Referable Client Experience: Tackling Part 3

And then, I don't know, maybe it's because I have a first book that sells too and maybe that factors into, I don't know how I got a notable arrival with the new book. I'm just thrilled that I did.

Okay, so if you haven't bought your copy, you can go to [Referable Client Experience](#). It lists out all the links of where you can buy it.

So if you're in Australia or if you are in Europe or if you're in Canada or the United States, it'll have links to where you can go buy the book in your country or in your area. So please take advantage of that.

Alright. Let's tackle part three. Now for context, part one is about the feelings driving the client experience. And again, that was [episode 385](#).

In part two, we now are connecting the stages of the client experience. So we're taking what we learned from part one, and we're actually putting it into practice within the three stages of the client experience.

And of course, that was [episode 386](#). We will link to these in the show notes, so you can have all three episodes nice and tidy right there for you on the show notes page for this episode.

The show notes page for this episode is StaceyBrownRandall.com/387. If you go to that show notes page, you can get the links to all the other episodes if that works best for you.

Part three of the book is now what I know most people are like, OK, let's get to the good stuff, where we're going to bridge the gap to referrals.

And so I just want to take a minute before I dive into breaking down the chapters that are in this section. And I just want to make sure that people understand why the book is the way it is.

This isn't about holding what some people will consider the best part for the very end. It may feel that way to you when you read it, but that is not the intention of how the book is written.

Ep #387: The Referable Client Experience: Tackling Part 3

The book is written because I want you to know that before you can freaking bridge the gap to get referrals, you actually have to be referable, right? So I know if you're reading the book, this is like a dead horse for you right now.

If you read the book, this is like a dead horse for you because I say it a lot in the book because sometimes, I know people have to hear things seven to 12 times before it like sinks in, right?

So we are bridging the gap to referrals in this part, but it doesn't matter. I say this in the book, and I'm going to say this again.

It doesn't matter what language tactic I give you or what referral seed opportunity I give you or which tactic I give you based on something you can do that would help you bridge the gap to referrals to receive referrals. None of that matters. None of that's going to work if you're not actually referable.

So that's why the book is written in the order that it's written, and that is why I spend the first two sections on helping you understand what it means to be referable and then showing you how to close the gap or how to bridge that gap to referrals.

So the big objective for this part of the book is once you have your referable client experience in place, then you're ready to bridge the gap to referrals, all right?

The chapters in section three break down the science of referrals, but not all of the science of referrals. It's looking at the science from the tactics that are typically taught, what I would call in the marketing space or through a marketing lens.

So this isn't a science book. you're not going to get chapters and chapters of the science behind referrals. We're probably gonna have to save that for a future book, right? But you do have to understand it.

Ep #387: The Referable Client Experience: Tackling Part 3

So section three opens up with you understanding a little bit about the science. Again, it's not all the science pieces that I teach from. It's not all the science pieces that you may have heard me talk about on this podcast, right?

Like we don't, I don't dig into like the psychology of trust necessarily in this section. Because what I'm helping you understand from what helps you put in place what I'm going to teach you in the following two chapters, is really understanding the science of referrals, but from a marketing lens.

What is taught of how you get referrals from your clients that is typically taught with a marketing perspective. And that is what I want to debunk for you. And that is what we dig into in the first chapter of section three of the book. So keep that in mind.

You may be like, well, she talks about other things, about science of referrals. And yes, it's all still true. It just didn't all make the cut in the book, right?

Because as you know, if you've read my first book, you know, I now, I didn't in the beginning, but I now strive to write books that when people pick it up and they hold it in their hands, it doesn't feel like a 400 page tomb that they'll never get through.

It's like, wait, I think I can get through this one. It's just small enough, but hopefully you'll believe that it's also packed with enough goodness to get you going as well.

It's not everything I teach inside the Referable Client Experience. Of course not. It's a 160-page book. Obviously, it's not everything I teach.

And obviously, you don't have access to me inside this book to tell you how I would do things specifically for your business. Clearly, that's what I do for my clients. But you will definitely get started with what you need with what's in the book.

Ep #387: The Referable Client Experience: Tackling Part 3

I also explain, in the second chapter in this section, I also explain the three opportunities for referrals inside your client experience, which are the right people, referral hot zones, and the right referral moments.

And then, of course, we also tackle in the final chapter some basic referral seed language that you should put into place and ways that you should think about this, and the ways that you should think about the language piece.

But I really want you to spend time in that middle chapter that is in Section 3. I believe it's Chapter 8, where you are going to really dig in to, like, oh, there are things I need to be looking for about where referrals are more likely to happen either from the right people, the right moments, in terms of hot zones.

And also, because your clients will say things, and you need to know how to respond from a referral perspective. And then we tackle the language pieces around that in the final chapter of the book.

I do want to call your attention to one really important exercise in chapter eight, and that is identifying your hot zones. I teach inside the book three options on how to do it.

Now, you may think, what, really Stacey, you have to take pages up from the book where you're explaining three ways to do one thing. And the answer to that is yes, because I've done this with my clients and I know everybody's a little bit different.

But when I teach you how to identify your hot zones and you're going to read each of these three ways to do it, you are going to have a visceral reaction to probably one or two of them. And you're like, no, I don't have the time. I don't have the energy. I won't do it. I'll procrastinate.

So it's written in a way for the people who want to go deep and get this right and get this like truly locked in. There's a master step that's going to walk you through it in the book.

Ep #387: The Referable Client Experience: Tackling Part 3

For other folks who are like, well, first of all, I'm new in business or second of all, I just, this is a super busy season for me. That's fine too.

There is a section in that chapter where I talk about using this as a starter step, right? Like, Hey, you don't have to do everything in the master step. Here's how you can get started. Right?

And then of course, there's the folks who are like, I'm not doing either of those. And then there's a step for you to call the, as we go step.

But it is super important you pick one of the three and you complete it. Now, if you have the companion workbook that goes along with the book, then that'll make it easier for you. There's room to do all three of them in the workbook, but you're only gonna pick one. You only need one.

Unless you pick as you go or starter step, you may come back later and do the master step when you see what the data starts to reveal.

But this exercise is really important that you do it with your business data in mind. In fact, you cannot wing this. You cannot use what your memory thinks it remembers or your recency bias to decide and how to go through these steps to identify where your referral hot zones are.

And I actually give, I'm not gonna give it away right now, you have to go read the book for it, but I actually give a surprising statistic that I learned inside my business of where I thought referrals were hiding.

And then when I did this, right, because everything I teach, I do or have done right in the past, and then I keep it going. When I did this in my business, I was wrong. I was like, oh yeah, I know where, well, you know what? I'm not gonna tell you, you gotta go read the book.

Anyways, you'll see that I was wrong about something and I talk about that in the book. So that is our breakdown of section three.

I'm going to talk about the science of referral so you can understand it from what is typically taught when it comes to getting referrals from clients. And

Ep #387: The Referable Client Experience: Tackling Part 3

that's why we spend time in that marketing promotional lens, because that is typically what is tackled.

Obviously, we tackle the asking piece, too, because lots of people teach you to ask your clients for referrals, too. And, you know, I say don't do that. They don't want to be asked. Right?

And then, of course, we're going to talk about understanding where referrals are hanging out from a client experience, understanding your hot zones, your right people, and the right referral moments, and then, of course, the language piece with our final chapter.

Please, please, please, please, don't be the person who goes and grabs the book, flips to the third section and just reads those three chapters, picks up a few pieces and goes and put it in place.

You can be, I'm not saying that won't help you, but you certainly won't get out of it everything you're supposed to if you don't actually read the whole book and put the things into place.

Now, I also just want to remind you, please don't skip the introduction and the conclusion. In some ways, I almost felt like those two, introduction and conclusion, what I say in the introduction and conclusion, I felt like needed to be in a chapter.

It's that important. But just how the book laid out, they ended up just being in the intro and the conclusion. So please don't skip that. It's actually really important that you read those two because there's actually more goodness in there as well.

So again, That's our breakdown of Section 3. Listen to the two previous episodes to get the breakdown of Section 1 and Section 2.

If you haven't bought your copy yet, though, right, please take a moment to buy your copy.

Ep #387: The Referable Client Experience: Tackling Part 3

And then once you buy your copy, if you love the book, please take a moment to wherever, whatever platform of where you bought the book, whether that's Amazon or Books-A-Million or Barnes and Nobles or Bookshop or Chapters or Indigo, wherever you bought the book, will you please take a minute and go and leave a review?

Of course, five stars are preferred. Thank you so much.

Alright, so the Referable Client Experience, of course you can find it. The book website is referableclientexperience.com.

And again, you can access the links to the previous episodes for the book website, everything you need, plus the transcripts of this episode on the show notes page at StaceyBrownRandall.com/387.

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