

## Ep #395: How to Accelerate Your Referral Growth



**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.

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## **Ep #395: How to Accelerate Your Referral Growth**

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.

Welcome to the first episode of 2026. And it's also crazy to think I'm just five episodes away from hitting the big 400. Oh, 400 episodes, that is crazy.

Okay, so quick reminder, before we dive into this amazing conversation we have on accelerating your referrals, I wanna remind you that we are currently accepting registrations for business owners to attend my two-day in-person Referral Accelerator workshop.

The dates are February 26th and 27th, and it is held in Charlotte, North Carolina. So yes, this is an in-person two-day workshop.

We are live together in a room in a small group setting with other business owners. And we will go through and build out your complete customized referral strategy.

You can learn all about it, what's included, the investment, all the things you need to know about getting to and from Charlotte, and exactly everything you're going to learn when you're with me for those two days, at [StaceyBrownRandall.com/accelerator](https://StaceyBrownRandall.com/accelerator).

Okay, for this episode, I have invited my client, Candice Frazer, to come and join me as she discusses how she accelerated her referral generation.

Now, Candice attended the Referral Accelerator in the fall of 2025. So it's very great timing that she's on this episode talking about that, attending the accelerator, what it was like and the success that she has.

Because of course, we're right now, if you're listening to this episode, when it goes live, you can actually sign up to come to the same experience that Candice has. You're just gonna be doing it in February of this year.

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So, I want to just call your attention to one really cool metric that Candice was able to provide. I feel bad because I asked her to do the math like on the spot and she was a trooper because you guys know if you're a longtime listener of this podcast or you're watching this on YouTube, I do not do public math because I almost always get the math wrong.

But one of my favorite success metrics that Candice shared is her 282% return on investment, ROI, on her investment to attend the referral accelerator.

She is going to break it down what she did before when she was just learning from me and the free resources I provide, what she did before she invested in the accelerator, what that success looked like, right?

So if you're ever saying I consume all of Stacey's free content and I'm not having success, well, Candice will tell you, you may just not be implementing.

So you'll listen to Candice talk about how she started implementing what she learned from my book. And then of course, attending a three-day training I had last year.

And then she'll talk through how she then made that decision to invest in attending the Accelerator, how that changed everything and how she had growth over growth, which is amazing.

But increased growth quarter over quarter, and it just got better and better after she came to the Referral Accelerator.

So you're going to hear her talk about all the success, but also why it was important for her to invest in her company, or as she says, bet on herself. So it's a really cool interview. I hope that you will listen to it.

But real quick, just so you know who Candice is, she is the founder of Alpha Rev. and she helps service firms grow revenue without adding headcount or chasing new leads.

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We're gonna link to all the places where you can connect with her in the show notes page for this episode, but let's turn it over to Candice and let her kind of explain a little bit about the work that she does, and then we'll dive in, of course, with her attending the Referral Accelerator. So let's get to it.

**Stacey Brown Randall:** Candice, I am so excited for us to have this conversation today. I mean, how does it feel to be the first person on the podcast for the new year, for kicking off 2026 with me with the podcast? How's that feel?

**Candice Frazer:** It feels really exciting. I'm humbled and overjoyed to be here.

**Stacey Brown Randall:** Well, I am thrilled that you're here. We have some fun stuff that we're about to talk about in terms of what it was like for us to work together and the type of client that I think you are, which is of course all good. So I'm ready to share that.

But before we dive into all the things we want to talk about from a referral perspective, why don't you first, I mean, I gave you like official bio when I introduced this episode, but why don't you tell the folks what we need to know and understand about your business?

**Candice Frazer:** Yeah, well, thank you, Stacey. I'm excited to share that with the listeners. I'm Candice Fraser, and I'm the founder of Alpha Rev.

Alpha Rev is an organization that helps businesses with their revenue, especially when they start to stall. We like to wake up their sleeping revenue.

So many businesses want to pay the Google and the Meta vending machines. At Alpha Rev, we help them to avoid, not necessarily avoid it, but if you want to pay the vending machines to get more traffic coming into your business, by all means.

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But we want to wake up the foundation, basically the low-hanging fruit for businesses to be able to harvest those opportunities and acquire new clients at a lower cost.

**Stacey Brown Randall:** I love those two terms, the vending machine and the sleeping revenue area. That's great. That is awesome.

**Candice Frazer:** Yeah. And so many businesses think that they have to just pay these machines. And that's why I call it the vending machine. But it's not even a vending machine where you get like a really great bag of chips coming out of it.

It's more like the claw machine, you know, when you pick up the toy and you watch it drop just before it gets to that hole, you get nothing. Yeah. So it's more like the claw machine rather than the vending machine when it comes to some of these systems.

**Stacey Brown Randall:** There was, in our old neighborhood, there was a pizza joint that had one of those like in the waiting room and my kids always wanted to play with it.

And I was constantly saying, you know, it's rigged. You know, the claw is rigged. You've never won anything. It's rigged. Like, stop thinking about it. And they just, you know, they couldn't help themselves.

**Candice Frazer:** Right, right. It's so tempting. Because it's like, look how big that claw is. And it could absolutely wrap around that teddy bear or that wheel or whatever it is that they want. It's very tricky.

**Stacey Brown Randall:** Very, very tricky.

**Candice Frazer:** Maybe we should go into the business of claw vending machines. Just saying, Stacey.

**Stacey Brown Randall:** I mean, but make it a legit one, a real one, where every winner, every claw, you're going to win a prize. You're going to get something amazing.

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**Candice Frazer:** You're going to get something. Yes.

**Stacey Brown Randall:** Maybe I will do that. Yeah. I'm pretty sure that's going to kill the profit margin though. I think that's probably not how that machine is supposed to work.

**Candice Frazer:** Not serious advice. That was a joke for anybody who's listening. Just don't go into claw machine business unless really that is your passion.

**Stacey Brown Randall:** Unless you really want to do that. I think the listeners of this podcast, unless this is like their very first episode, they'll probably be like, yeah, Stacey says stuff like that a lot that are actually jokes. Please don't take me seriously all the time.

OK, so before we then dig into some of the other things about the work that we did when you attended the Referral Accelerator and what's transpired since, I always think it's important to kind of set the stage for your business.

Why are referrals so important to the point where you're willing to invest in working with me to generate more referrals in your business? What is it about referrals and the way you have your business structured that makes them so important?

**Candice Frazer:** Yeah, the reason why referrals are just so important to me is many, many years ago, and actually throughout my entire career, I've built my network.

I've always heard the expression that your network is your net worth. And I've been building it. And I never really knew why. I just knew that, OK, I should connect with people. I should be able to help them and support them.

And for whatever reason, that will help me at some point in the future. So I've been building that for 20 years. And then I started my own business earlier this year.

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So I started officially on February 1st with my first signed contract, or earlier last year, rather, February 1st of 2025, and wanted to be able to support the people that I had been meeting but also be able to grow my business with them and help them with the people that they knew.

So this seemed like a very logical place for me to begin. On top of the fact I bootstrapped this baby, right? Like I came in and said, I'm going to fund it. And oh my gosh, how do I do that?

And being able to build my business affordably with my bootstrapped resources and knowing that I had built this network over time had really made a lot of sense for me.

**Stacey Brown Randall:** Yeah. And I think most of the people who listen to this podcast are in the same camp as you with bootstrapping their business. I've done it twice, right?

Like it's just kind of how, you know, I think it depends on what type of business you're starting and like, you know, whether you need the capital or the investments, or you can bootstrap it yourself.

I think, you know, I work mostly with expert-based business owners. So we are selling our expertise, or we are whatever we're doing because we're the attorney, or the financial advisor, or the consultant, or the business coach.

It's like we're really good at something, and then we decide we want to start a business to do it ourselves. And so most of them end up bootstrapping what they do.

You started off on the easy side, though, I would say, because you started out, started your business, and you had a signed first contract. I think that's huge. Not everybody has the joy of starting that way. But I think it is quite awesome that you got to start that way.

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So I would refer to you as an ideal client for me. So let me explain what I mean by that, because I've got lots of ideal clients, and sometimes they're ideal for different reasons.

But an ideal client for me does two main things, and that is they take action. They take action on what they're learning, what I'm teaching them, what we're doing, right?

And I don't mean they have to take super-fast action. You did. You took super-fast action. So that's like, like even a higher level of ideal client. For me, it's like, just take action at some point. Like that makes you an actual client from what you're learning.

And the other thing is, is that you trusted the process. You're like, hey, I've invested in this. I'm going to work with Stacey and I'm going to do what she says. And I'm going to trust the process.

But I think it was easier for you to take really fast action and trust the process because you had been implementing what you learned from me through my free resources for months before you signed up and attended the fall 2025 Referral Accelerator.

And I think that helped you kind of like, like you were, you know, listening to the podcast, reading my books, absorbing my weekly emails, checking out the articles and the other free resources I have out there.

And you really saw success just in doing that before you made the commitment to say, okay, now I'm going to pay Stacey some money and I'm going to attend the Accelerator that we did last fall. So tell me a little bit about what that journey was like for you.

**Candice Frazer:** Yeah, I'm so glad that you're bringing this up because I think that there are great resources that are out there that helped me to get started.

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So what I actually did is I went to Amazon and I searched for referrals. I was looking for resources to help me with referrals. And that's where I came across Generating Business Referrals without Asking.

**Stacey Brown Randall:** The OG

**Candice Frazer:** The OG. I grabbed that, you know, the Buy Now button on Amazon was my best friend and worst enemy of my wallet.

But nonetheless, I purchased the book and this was an incredible investment for me because it allowed for me to access some of the thought leadership that you had specifically around thank you notes and building a structure to first evaluate like who are my referral sources and what does that look like?

And I tried to self-implement a little bit as I was getting myself started. So I read your book, found it really impactful, started telling a lot of other people, have you read this one yet? Have you seen this one yet?

And the ones who started actually reading it were like, oh, wow, that is really impactful. But then I signed up for your newsletter and got on your distribution list at the time to my personal email because I hadn't even established my domain for my business.

So now I get it in two places, which is super cool. So I get to see it in both places. I think at that point, I had then joined one of your free workshops.

You did like a three-day workshop where you were outlining some of the critical components and the things to do. So that was really helpful for me, too.

After I'd read the book, it enhanced what I had originally saw and even that the frameworks that you provided in the Generating Business Referrals without Asking and your newsletter and that free workshop helped me to get some traction, helped me to be able to get my first few clients. And that was all the way through June, July period.

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Now, because I was on your distribution list, I started seeing information about the Referral Accelerator. And I went back and forth. I'm in my first year of business. I'm now starting to develop myself as a business owner and grow and help my clients in profound ways but also help myself to grow.

And I really went through this question of the ROI of like, okay, should I invest in this pretty significant investment in this period of time? I don't know, should I do it? Back and forth.

And I made the leap of faith and I bet on myself

And I essentially said, if I've learned what I've learned through the book, through the newsletters, through the emails, the podcast, I started dialing into the podcast, you can't forget that because there's a wealth of resources there.

But decided that I was going to actually bet on myself and make an investment in myself that I knew would be able to pay off.

All I would need is another signature or two, which I've since gotten, which is remarkable, that gave me that return on the investment. And I started building this rapport.

As I mentioned, I've been building this network because I do believe your network is your net worth, in helping me to gain additional clients and be able to serve people in a more profound way. But now they're connecting with me, Stacey, in a very different way.

**Stacey Brown Randall:** Yes.

**Candice Frazer:** So before I was kind of doing these onesie twosie things. And one of the techniques that you taught us in the Referral Accelerator workshop I applied and started getting replies of people basically saying, oh my gosh, I need to up level it like you do.

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Oh my gosh, this is so brilliant. Oh my gosh, I'm so touched. And it really allows for me to stay top of mind for them so that I can continue to support them and their businesses throughout all '26 and into '27, and onward.

But also allows me to find my ideal clients along the way so it's been an incredible journey. But I think the key pivot point was, I'm going to invest in myself, and I saw it as an investment and I took it seriously.

And I said, I'm going to, like you gave us homework assignments, Stacey. And I went home into my hotel room that night. I did everything that I needed to do. I might've been up until 11:30, 12, but I was going to make sure that I made the most of that opportunity. And it's paying off for my business right now.

**Stacey Brown Randall:** I think when you walked in the first day of the Accelerator and we're in the room and everyone's like introducing themselves to each other, I clearly and distinctly, and you said it more than once, but I clearly remember when the first thing you said was, I didn't come to play, I came to win.

And I was like, let's go, Candice, let's get it. Yeah, okay. Like, I will meet you where you are. And I'm sure everybody else in the room was like, okay, we'll get on board too, because we kind of have to, right?

Like, Candice is setting the temperature of the room. Like, hey, I didn't come to play, I came to win. And winning, you are, my friend, which is amazing.

But I want to address this before we move on, because I know everyone's going to be like, okay, so what was the success? Everyone wants the numbers, right, the data.

But before we get there, I want to dig in on something that you said that I think is really critical, and it's because you started absorbing the information.

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You read the first book, then you came to the training, and that training you did was actually our spring training. We usually do it in April.

That doesn't mean we'll do it in April this year, but we usually do it in April. Spring training, it's because I'm a baseball fan, kind of all mixes together. It's usually done in April.

So you came to that and you showed up to that right and then you continued to look at what was provided to you and just absorbing what you could from each piece and putting things into place.

And I think that's a big thing that I hear from folks is that there is there is no lack of free information out there in the world today on any topic, right? And there is no lack of what I would refer to as very generic watered-down information on any number of topics.

And so you kind of have to make sure you're deciding on like, this is what I want to learn. This is what I want for my business. So from your perspective, like I want to get better at referrals.

There's lots of people that you could learn from. It doesn't have to be me, right? How I teach, the way I look at it, that resonated with who you are.

And then you like took the time to absorb what I had available so that you could get to a place to be like, I'm betting on myself, but I'm also trusting that Stacey's the right person when I'm betting on myself. And that's why I'm going to make the investment into the Accelerator.

I mean, I do have people who will reach out to me and there's always these questions I get, like, I don't feel like I got it all in your \$20 book. And I'm like, right. because it's a \$20 book.

And first of all, it's not a 400-page tomb, right? With like everything in there, right? And the truth is for me, it's always about, can you even though take what you read in the book and implement that and see what happens there?



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Because if you can do that, then the motivation to do more is there for you. And that's what you saw, right?

I mean, and then you have a very healthy, like, you know, like a healthy thought process regarding like, it's not all going to be for free. Clearly, there are things behind the paywall in terms of when you work with me, there's more to it. And you had to trust in that, right?

And I think that's really important, though, for people to understand, like, usually, people will provide lots of free information, but people don't ever take action on it.

It's like they wait, like I read it, like people will read the free information and they'll just wait for like magically it's going to fill in the blanks and fill in all the gaps and the holes for you, and you don't have to do anything. That's not how it works.

So I appreciate that that was your journey, that it was like, hey, I found the book. I read it. You're probably one of the very few clients I have that wasn't actually referred to me.

So you're like, I found the book. I read it. And then I started implementing. And you recognized that there was more to learn. So you showed up, and you did more. And then you're like, OK, now I'm ready for that next level. And I think that is really critical.

**Candice Frazer:** Yeah, and the thing that I think is really distinctive, and for me as an entrepreneur, someone who's bootstrapping my business in my first year of business, is I was looking for a proof of concept that I philosophically, I believed in it.

I believed in the way that we can help and support one another and continue to grow our business. But I had to see. I had to try it myself. I had to do the DIY method.

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And I shared with you, Stacey, and I'll share with the listeners, too, that I created my own kind of spreadsheets that like tried to put it all together and God it got really huge and onerous and, you know, I manage my business and I manage my kind of actions. My life is in spreadsheets, pretty much.

But I did some of that self-implementation, started seeing success. But what eventually started to happen for me is it started to feel like a lot.

And I'm thinking to myself, OK, I'm doing this. I'm seeing this. I'm getting traction. I'm having success. But, wow, this feels really like a lot. Is there a better way?

And because I had seen the proof, right, and I had the proof of concept with the DIY approach, I, again, decided to make that investment, really seeking, coming to win, not to play, but also looking for ways for me as an entrepreneur who's trying to grow and scale my business, bringing people along with me, is there a more efficient way for me to be able to grow?

What is the best practice? And I got that. And I think there was one point during the Accelerator where I literally slapped my hand to my forehead and sat back in my chair like, oh my gosh, you mean I don't have to do it the way that I self-implemented, that there is a better way?

And I found it. And now it's scalable for me, and it's helping me to connect with people even more profoundly. And I have a coach in my corner.

I think it's worth also sharing that I had a few things where they were a little bumpy. And I was like, oh my gosh, what do I do here?

And the fact that I had gone to the Accelerator, had decided to invest in that and take that action, but then I also had you in my corner to help guide me and show me the way and tell me that it was okay and navigate through that with me helped to build my confidence thereafter.

So the journey for me was absolutely necessary. But again, it came back to that action, the proof of concept, the figuring out how to make it more

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efficient, and then having you as a coach in my corner to really, quite frankly, accelerate it.

So it's a perfect name for the program, because to accelerate those referrals. Yeah, it's perfect. It's perfect. Very well named.

**Stacey Brown Randall:** You mentioned that moment where you sat back. I mean, I remember this moment perfectly, where you slapped your hand to your forehead and sat back. I have a picture of that moment.

Like, I don't remember why I was taking a picture at that moment, but I have that picture. I may have to put all the show notes page just for people to be like,

**Candice Frazer:** I think it would be a good idea. I'm okay with that. Yes, you have my approval.

**Stacey Brown Randall:** Okay. That may be the picture we put with the post for this episode on social media. Like, what was this moment for Candice? They'll have to listen to the episode to get the whole point. Oh my gosh, that's so funny.

Okay. So let's not make people wait. Cause I know they're going to want to be like, okay, so what did some of those results look like? So let me frame this for everybody.

Candice started her business in February of 2025, right? So we're going to talk about what happened from February of '25 through almost the end of the year. So December of 2025. So we're looking at 11 months.

Like right before she started her business, she had gotten the book a couple of months into her business started. That's when she came in April. I think it was to the spring training, if that's when we did it. And the Accelerator that she attended in Charlotte in person with me was in September.

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So I just want to put that in context for folks as you just kind of talk about, because you have some great numbers to share in terms of the number of referrals that you received and what those percentages actually looked like for you from an ROI perspective. So why don't you give us the good news about your results?

**Candice Frazer:** Yeah, yeah. So the really great news, and I'll just start right with referrals. The total referral count that I received this year was 15. So those are active referral sources who are referring business to me.

**Stacey Brown Randall:** Yep.

**Candice Frazer:** And those active referral sources have provided about 88% of my total income for the year.

So just 12% of my income came from a non-referral source, 88% did. Which means that I was able to close them faster, it means that I was able to basically get them to a higher, kind of a higher number, a higher investment because I understood their business well.

And it also means that I had to spend less on the cost of acquisition for those clients. So it's phenomenal.

And then overall for my business performance, I set a really aggressive growth target for myself this year, and I surpassed that by about 30%.

So overall I'm having a really great year, largely because of the referral framework that I DIY'd in the first half of the year.

But if I can also add in a little bit of color commentary too, that between second and third quarter and then into fourth, I saw between my second and third quarter using the framework, Stacey, that you shared and that you share with the world, I was able to increase my income 138% quarter over quarter.

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And then even with that jump, still increased it in the fourth quarter by another 32%. So the momentum continued to build on itself, and I saw growth quarter over quarter.

**Stacey Brown Randall:** which is fabulous. And 2025 was kind of a tough year for a lot of businesses, right? Not every business, right?

Not, I mean, I have some clients that would have loved to have had some of the growth that you had, or where I've had a lot of clients who had been having that type of growth. But then this year is the first year they saw like a slowdown in their business overall.

And then of course, if your business slows down, usually typically your referrals slow down as well. And referrals aren't immune to what's happening in the economy or what's happening in the world.

But I love that it being the year that it was and it being your first year. It was like you were able to overcome that because you put in the work and had that framework and then you invested in the Accelerator and got to keep that growth going.

And the cool thing is now that we're in like 2026, I get to keep working with you because you have come into what I mean, what I effectively call our maintenance program, our extension program.

Like once you finished your 90 days in the Accelerator, or any of my programs, once you finish your one year with me, you can come into the Referral Master's program where I am available to you. I keep getting to help you. So I can't wait to see what you do in 2026.

So I know your numbers and we're not talking about some of those numbers, but I know them, but I can't do math in my head.

If you think about the amount of revenue you made from referrals versus the investment you made in the accelerator, can you figure out in your head what the ROI is on that investment?

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**Candice Frazer:** Yes, I can.

**Stacey Brown Randall:** I'm not even going to try because I can't do public math.

**Candice Frazer:** Yeah, that would be 282% return on my investment.

**Stacey Brown Randall:** Yeah, right.

**Candice Frazer:** 282% percent.

**Stacey Brown Randall:** Yes. So it's a couple hundred percent.

**Candice Frazer:** It's huge. Huge.

**Stacey Brown Randall:** Yeah. And you're right, because, you know, you said earlier it felt like when you were deciding to say yes to come to the Accelerator, it felt like a significant investment.

But now you're probably looking at it and being like, well, that's a drop in the bucket compared to actually what I made and what that return on investment is, which is awesome. OK, cool.

So you've had 90 days with it in terms of the Accelerator. Now you're moving into your second year of business.

You're going to still be with me for the next year as part of the referral master's program. And you have these referral processes in place, you have strategies deployed, you know what to say in situations, you've got language tactics, all the things.

I mean, you'll keep getting better at it, right? You'll keep adding some of the things as you move forward. But when you think about the future with your business, and when it comes to referrals, like what are you most hopeful about for the future?

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**Candice Frazer:** Yeah, I'm very optimistic that I'm going to be able to continue to serve people and do so profoundly, even though I had received, you know, 15 different referrals.

Just in the last week and a half, I got my first client referral, which was really interesting. So you didn't even have that information.

**Stacey Brown Randall:** I did not. Love it. Let me pause here for a second. Let me define this for anybody who may be like brand new in this world.

So the idea is, is that you can get referrals from a couple of different sources of referral sources, a couple of different types.

One of those being centers of influence, which was most of what Candice had been receiving was getting referrals by people who had not been a client of her, but they knew what she did and they were able to refer her.

We also want to make sure we have our clients referring to us, which I think is amazing because Candice actually is a referral. You're a referral source to me, right?

Like you signed up to come to the Accelerator and then you brought Tricia along. So like that was a great referral right there for a brand-new client.

And I love now that your client, from what I'm understanding, gave you your first referral. So a client gave you a referral. So how did that feel?

**Candice Frazer:** Oh my gosh, it was surprising, like happy cry surprising. It was reinforcing both the work that I did and was doing for them.

And it helped me to understand, okay, this is not only possible, but it's probable if I put the right measures in place, which I had learned to do during the Referral Accelerator, to essentially have my clients having a remarkable experience with me so that they would tell others.

So to answer your question, the thing that I'm most excited about in 2026 is mapping out my client journey and intentionally planting seeds at

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meaningful places so that I can now start to essentially have an exponential effect and work with even more clients through me and my team.

And create an intentional referral system so that they can help their friends, they can help their colleagues with their sleeping revenue as well with Alpha Rev.

So that's what I'm looking forward to the most and continuing to build on what we've already built. But the client piece is really, that's going to be the gratification for me at the end of 2026.

**Stacey Brown Randall:** So here's the thing people don't really talk about that much with referrals. But once you hear it, you're like, of course, it makes perfect sense.

And I think it's because getting clients that say yes to working with us and then having success and getting testimonials, it hits you in the heart. And it is super, super amazing and awesome.

But there's something even greater than the client who says they love working with you. And it's the client who puts their reputation on the line and refers someone else to you.

Because I think referrals speak to that thing we don't really talk about. We don't really admit. But when we're in business, we're constantly saying, am I worth it? Am I valuable? Do people need me?

And clients giving you money feeds a little bit of that. OK, I'm valuable. But a client telling somebody else to give you money, feeds that, am I valuable? Am I worth it? Am I doing great work? On a whole nother level. And it's an incredible feeling.

And I love that you got your first one and you got it within your first year because you probably, you deserve dozens and dozens and dozens more, but like that first one, there's nothing quite like it.

***Roadmap to Referrals with Stacey Brown Randall***



## **Ep #395: How to Accelerate Your Referral Growth**

I remember mine when I started this business, my first three clients, it was my first client referred me my fourth client. And I'll never forget it. I was like, oh, and this is before I had learned all the things that I taught you at the accelerator, right?

Like this was when I was just like figuring out that there's a world of referrals without asking. And I was like, oh my God, this is the most amazing feeling. How do I keep duplicating it?

It's almost even better than the client saying yes is when the client says to somebody else, you need to work with her. So kudos.

**Candice Frazer:** Yeah. And it just, you know, it accelerates everything so, so fast. So that when I got that referral, I was on the phone with the prospect the next day. And then I was on the phone with his business partner the day after that. And now I'm meeting with his team next week.

It's just, it's, it's remarkable how quickly it can go. And it's almost like I want to mentally frame it. Like, you know, in some retail establishments, they have the dollar bill, the first dollar that they made, and it's a dollar bill that's framed.

I almost want to have my first client referral framed on my wall next to me to remind me that, yes, I'm worthy. Yes, I can do this. Yes, I'm providing value. And it's meaningful for them. It really is.

**Stacey Brown Randall:** Yeah, I love that. Okay, so I wrap up all of the interviews by asking two final questions. And so here's the first one for you.

What would you say to someone that you were referring to me to attend the Referral Accelerator about why they should make the investment?

**Candice Frazer:** I think I would lead with a 282% ROI for anyone that I'm talking with. And that is all in.

That's the Referral Accelerator. That's the book. That's not my time, though. That's not those things that you really have to put effort and energy into it.

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But I think what I would tell someone is, I got a 282% return on this in my first, you know, 11-12 months of business.

And it helped me to basically stay independent, to be able to help other businesses with my unique approach to growing their revenue because I was able to sustain myself and do so affordably. And I would just highly recommend it as I have been.

So hopefully I have some friends and colleagues, a quick shout out to my FoundHer community members that I know will tune into this as well because I've been telling them about the framework and the things that I've been using here.

But at 282% return on my investment, inside of my first year is something that I think is rather unheard of and very doable for anybody else that wants to, you know, come to win.

**Stacey Brown Randall:** Yeah. Come to win, not to play. Yeah. And for any of those folks that you were just giving a shout out to, if they had interest in the Accelerator, the next one's in February.

So we're doing it again. We do it a couple of times a year. So hopefully we'll see some fresh faces. Yes. We'll see some fresh faces in the room.

**Candice Frazer:** They should be there. And if they haven't yet read the book or listened to the podcast, another great place to start. But if they're ready to bet on themselves to really take their business seriously, this is one of the best places, if not the best place to start.

**Stacey Brown Randall:** I love that. That is so awesome. Okay.

So I am sure though, as you've been talking all about referrals and working with me, people are very interested, but I am guessing there's also some people listening and being like, maybe she could help me with some of those sleeping revenue areas in my business.

## **Ep #395: How to Accelerate Your Referral Growth**

So why don't you share where folks can find you? And we'll put all these links in the show notes page for this episode, but why don't you go ahead and share where folks can find you?

**Candice Frazer:** Absolutely. They can find me on LinkedIn. So that's Candice Flandrau-Fraser, F-L-A-N-D-R-A-U is the middle name. unique and French, and then they could also email me at any point. That's Candice, C-A-N-D-I-C-E, Candice with an I, and that's CandiceF@GetAlphaRev.com.

**Stacey Brown Randall:** Awesome, and we'll link to your website and all that stuff so they can find all that information out about you. That is awesome. We'll put it in the show notes page for this episode.

And the show notes page for this episode is [StaceyBrownRandall.com/395](https://StaceyBrownRandall.com/395). It is nuts to think I am five episodes away from hitting 400. Like, holy cow. Here we go. Another year, hopefully of great informative content.

But Candice, thank you for being here for this episode. I appreciate you. And I love the fact that I get to call you a client.

**Candice Frazer:** I love being mentored by you. So thank you, Stacey, for helping me in my business.

**Stacey Brown Randall:** That was so good. I really appreciated her willingness to be so open and honest.

And I was able to find that picture that she was talking about. We mentioned it. I told her I knew I had it, of her like the hand palm to the forehead moment that she had, we're going to post that on social media as a part of this episode.

So you'll have to go check it out on LinkedIn, Facebook, or Instagram on our accounts, and you'll see the picture we're talking about. But she had so much to share and I really appreciated the time she took.

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So I hope you enjoyed my conversation with Candice as well. And please look at the links on the show notes page for this episode and check out how you can connect with her and learn more about her if you were interested.

Plus, of course, on the show notes page, you can access the transcripts for this episode, plus the link to attend the Referral Accelerator if that has caught your attention, and now you're thinking that's something you need to do this year.

Registration will close in a couple of weeks if we don't sell out in advance, so please make sure you go check that out.

And all of these links can be found on the show notes page for this episode, which is [StaceyBrownRandall.com/395](https://StaceyBrownRandall.com/395).

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