

Ep #405: Can you answer this referral question?



Full Episode Transcript

With Your Host

Stacey Brown Randall

Stacey Brown Randall: There's a really important question that I'm going to ask you for today's episode, so you won't want to miss it. Hey there, do you love referrals but hate asking for them?

Roadmap to Referrals with Stacey Brown Randall

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Well, then my friend, you've come to the right place. This is the Roadmap to Referrals podcast, and I'm your host, Stacey Brown Randall.

Every week, I break down why you don't have to ask, pay, be gimmicky, or network all the time to generate referrals for your business.

We take a science-backed approach with our methodology, framework, and strategies. The goal is simple, to help you take control of your referrals on your terms.

One of my favorite trainings starts tomorrow, March 18th, and it's the spring training for referrals.

No physical exertion is needed, no kettlebells, no push-ups, just three days where you give me 30 minutes per day, and I will show you how to start thinking like a referral master.

We start tomorrow, March 18th, and so you need to move quickly to secure your seat. More referrals in 2026 starts here with spring training.

Just go to staceybrownrandall.com/springtraining to secure your seat.

If you're listening to this after March 18th, well, you can still check the link to see if the replays are available or catch us for our next month's 20-minute teaching.

Today's episode is going to be a short one because I want you to give yourself time to ponder the question that I'm going to ask you.

I want to give you time to ponder your answer to this very important question because this question, my friend, it is an important one.

We're going to be asking the same question that I'm asking you here on the podcast. We're asking the same question on our social media channels, and so I truly am interested in knowing how you're going to answer this one question.

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So if you're watching on YouTube, please comment below in the comment section how you would answer this question.

If you're listening to this episode on your favorite podcast listening app, please go to the show notes page, which is staceybrownrandall.com/405 and click on either the social media links or the YouTube link so that you can leave your comments.

You can leave your answer to this question. Of course, if you are following us on social media, head on over to either our LinkedIn, Instagram, or Facebook pages. You'll see a post asking this one specific question.

It is in some cases going to be posed as a poll, but definitely make sure you give us your answer there, or if you receive emails from me, you can just hit reply on your email and let me know your answer.

Now, when I ask this question, you're going to have an immediate reaction and response. Quite normal, right?

I want you to make note of that immediate response that you have, and then I want you to sit with the question and that immediate response.

And just notice, as you think more about the question, does your answer change? Does your immediate gut reaction response change as you spend some time thinking about this answer?

Now, here's the thing. I don't want to provide possible answers for this question.

If you are going to go and answer this over on social media with LinkedIn or Instagram, Facebook, this question is set up as a poll because we have to give them answers because that's how a poll works.

There are some answers over there if for some reason you feel truly, truly stumped, but your reaction to this, first, your initial gut reaction, that initial response, and then seeing if that shifts over time as you sit with this

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question and sit with your answer to see if it changes, that's what I'm looking for.

I want the answer to that question. That answer that's specific to this question for you, one that you have an immediate response, and then you sit with it and you see, does my response change?

So here's the question. What's holding you back from receiving more referrals? Let me ask you that again. What's holding you back from receiving more referrals?

Is it more than one reason? One glaringly loud reason? Do you have no idea why you don't receive more referrals?

What I'm looking for here is your pure, unassisted answer, your pure thoughts, your reaction that you had in the moment, and then as you sat with the question, if those thoughts changed and evolved or maybe became a little bit more real and you were willing to look at yourself in the mirror a little bit more too.

But I truly want your pure reaction to this question of why don't you receive more referrals? What's holding you back from receiving more referrals? What's holding you back?

Whatever it is, will you please share it with me? It's one simple task to do whenever you are listening to this episode. Shoot me an email and let me know.

Post a comment on the poll that we're asking or the post about this on our social media channels, LinkedIn, Instagram, and Facebook.

If you're watching this on YouTube, leave a comment. Let me know what your answer is.

And of course, if you're listening to this on your podcast app, go to the show notes page for this episode and let me know your response by clicking on either one of the social media links or the YouTube link.

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Let me ask you this question again and leave you with one final thought. What's holding you back from receiving more referrals?

Is it one reason? A couple of reasons? Is there an initial response you have to that question? And then when you think about it a little bit more, the true answer reveals itself.

Maybe your answer evolves, but let me know, my friend. Because you knowing the answer to this question will start to change everything.

So what's holding you back from receiving more referrals?

Alright, let's do the wrap up for this episode. You can access the transcript and any of the resources mentioned on the show notes page at StaceyBrownRandall.com/405.

Though let's be honest, the transcript for this episode is probably going to be kind of short.

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