

Ep #434: Growing Your Interior Design Business with Referrals



Full Episode Transcript

With Your Host

Stacey Brown Randall

Stacey Brown Randall: Hey there, do you love referrals but hate asking for them? Well, then you've come to the right place. This is the Roadmap to Referrals Podcast and I'm your host, Stacey Brown Randall.

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I love when I have the opportunity to bring my alumni clients back on the podcast. So we started this series earlier this year called Where Are They Now? And I have another installment for you.

So I love bringing my alumni clients back on the podcast so they can share how their business has grown, how the business has changed, but specifically how it's grown with referrals and the impact that learning my referrals without asking methodology has had on their business.

So for this episode, we are gonna welcome back Amy and Darci. Amy Peltier and Darci Hether are both interior designers who also happen to be very best friends.

Now they each own their own firms actually in different states. They each own their own firms, and they also joined my coaching program together though.

Which meant they brought a little bit of their own built-in accountability to the table. And then, of course, a lot of laughter to our calls. So it was so fun to work with them.

You can find the very first interview that they did with me in [episode 309](#), which was all the way back in 2024. Now you can join me as we talk about how things are going two years later with our conversation today.

Of course, I will link to their websites and their social sites, Instagram, because you're going to want to see how talented they are so that you can check them out. I'm going to highly encourage you to do so. All right, let's get to it.

Stacey Brown Randall: Amy and Darci, welcome back to the podcast. It is so fun to be able to spend this time with you. And I'm glad we got to do all of our catching up before we hit record.

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Because it's just so fun talking to you guys and catching up to see how you guys are doing. But also, I just love spending time with you. So thank you both for being here.

Amy Peltier: Thanks for having us.

Darci Hether: Thanks for having us.

Stacey Brown Randall: Yeah, OK. So first thing, we got to start with the very most important question I'm probably going to ask you for our entire conversation.

You guys joined the coaching program together. So you did it together to have an accountability partner, but also because you guys are business besties.

So probably we need to know, moving forward into this interview, just confirming nothing's changed, right? We're still business besties?

Amy Peltier: Yep.

Darci Hether: Absolutely.

Stacey Brown Randall: Okay, good. Like I maybe should have asked that beforehand. But I'm glad to know nothing has changed.

Okay, so real quick, though, before we dive in, I'm going to link to the episode that you guys were on before, since this is part of a Where Are They Now series that we're doing. So you guys were on [episode 309](#) before. I'm going to link to that one.

But just real quick, can you guys each give the high level about your business, just in case someone's hearing you guys for the first time and they can have an understanding of what you do? So Darci, could you start?

Darci Hether: Sure. So I have a residential interior design firm in New York City. And we focus on providing design services mostly for professionals in

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their own field. So really busy people that really don't want to lift a finger. And we do a lot of pied-à-terre. That seems to be the thing these days.

Stacey Brown Randall: Nice. Okay. And for those of us that are not cultured. Do you want to explain?

Darci Hether: What is a pied-à-terre? So we've done vacation homes as well. So we work with a lot of clients who might buy an apartment in the city that they're going to visit three, five, ten times a year, and they don't have the bandwidth to oversee an entire project like that.

And similarly, we will do vacation homes where we are working outside of the state or outside of the country. We've had a couple of those.

So we're managing the entire project again so that they are, you know, they're busy doing their own thing and we're managing the whole soup to nuts of the design project for them.

Stacey Brown Randall: I know there's a listener who was like, what the heck is a pied-à-terre? So I just thought that I should ask for a friend.

Darci Hether: Yes, yes. Thank you for asking.

Amy Peltier: We'll have to see if that term spikes on Google the day this hits.

Stacey Brown Randall: They'll be like, what is this? How do you even spell that? Is actually the first question. Before you can type it into Google. OK, Amy, can you give us the highlights of your company as well?

Amy Peltier: So I'm also an interior designer, residential interior designer. My main office is on the West Coast outside of Los Angeles in Pasadena. I live on the East Coast.

And so we do, majority of our business is on the West Coast, but we do projects everywhere in between from East Coast to West Coast.

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And we'll do anything from new construction to full remodels to full furnishing projects, but we consider ourselves a full service interior, residential interior design firm.

Stacey Brown Randall: That's awesome. I love how you guys can do the same thing, right? Residential interior design, but yet have total different areas that you kind of focus on that kind of makes the niche of what you guys do, which I think that's awesome.

Okay. So I want to kind of just first. Okay. So we were working together back like in 2023, I think is when you guys started working with me.

So it's now here we are a couple of years later and you guys look like you're getting younger. So congratulations.

Amy Peltier: Thank you.

Darci Hether: It's the filter.

Stacey Brown Randall: We love our filters. They're fabulous. And our light rings, the light rings help. They remove everything.

Okay. But I want to ask each of you kind of like that thought process about taking you back to 2023, right? Taking you back to 2022, 2023, when you were making the decision that you were going to join the coaching program.

For you, Amy, for that, when you were thinking about, improving referrals in your business? Why was that important for you so that you were willing to take that next step and join my coaching program? What was it about referrals for you that you're like, this is important?

Amy Peltier: Well, I think for most interior designers, referrals, especially from industry sources like an architect or a realtor, those are, I mean, anybody recommending your name is a much warmer lead than somebody finding you on a Google search.

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So that's number one right there. But, you know, somebody's not going to look you up on Google if they're starting a multi-million new construction project.

They're going to find you usually through their architect, sometimes through their contractor. Maybe they bought a piece of property through their realtor. Maybe they bought a new house, and it needs to be fully renovated.

So the really meaty leads that are like real amazing design projects typically come from one of those industry connections. So that's why those referral sources are really important.

And I understand how to get a referral source. It's not like I don't understand how to go to a coffee with an architect. It's how I started my business.

But I like systems and processes. I like to know what it is from start to finish and how to do it correctly and then see it like on a piece of paper and then follow it.

Because if I do that, then in my mind, I'm like, oh, I'm doing it really well. So now it's really going to work.

It could be none of that could be true. But I just was really looking for like a systemized process to that referral game. That's a huge piece of how you get business pie.

Stacey Brown Randall: And you guys know I love my processes and I love my step-by-steps. I don't love my spreadsheets, but there are a number of those as well. We know that too.

Okay, so Darci, same kind of question for you. Would you say that referrals are just as relevant today as they were when you were making the decision to come into the coaching program?

Darci Hether: Yeah, I mean, I'm going to piggyback a little bit on what Amy said. So I felt like when Amy and I started your program, I really felt like

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Amy had a much better kind of grasp on doing the referrals, like reaching out to real estate agents, reaching out to architects and builders and such.

And I was more head down like in the work and not really looking to, you know, if a client or if a former client said, you know, gave me a recommendation or wrote something that was beautiful on Google or whatever, thank you so much. But I wasn't really focused on that.

And I was really seeing how Amy was getting traction. And so your program came up and I was like, I need somebody to teach me this. I need to get some framework around it.

So, and then I drug Amy in. So I think we were both like, you know, she wanted to do it as well, but that's kind of what's, what really spurred me on.

And then in terms of what it does, I mean, again, I think Amy touched on it. It's having these systems in place as a, like kind of, I don't know if it's a benchmark, but more of like a calendar in and out.

Okay. In January, we're going to do this. In February, I'm going to focus on this. whatever it is to keeping that cadence so that it is something that you're keeping up with and not all of a sudden six months goes by and you're like, oh, I need to go reach out and talk to somebody. It's more of just kind of, you know, building that muscle.

Amy Peltier: Consistency.

Darci Hether: Consistency. Yeah, for sure.

Stacey Brown Randall: Yeah. And I think for a lot of folks, when they are like. Most of the time when I'm working with folks, it's not like they have never understood or heard the concept of referrals.

And then they like find me or refer to me and they're like, oh, I should get some of these referrals, right? Like they get it. They have a concept of it.

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But what they're looking for is they've realized in the growth of their business, referrals is like another lever that they need to pull for how they're going to bring in clients. And they just want like a shortcut, like what's the roadmap?

What's the processes? What are the systems that we need? What are the SOPs we need to put in place for me and my team to run on so that we can pull that lever for referrals?

And that's usually with the clients that I work with. It's like, hey, this is happening. It's great. But we need a system behind it to make it happen more or we need a better way to make it start happening.

But you look at it as a growth lever because you guys had successful businesses before you showed up to start working with me. You aren't brand new in the business. You guys have been doing this for years.

And so from that perspective, it's like you're looking for that system, for that strategy, for the processes behind it.

Now, his kind of leads me to my next question. We know that nothing matters when you learn it, if we don't keep it going. Right? And that consistency of keeping it going. And sometimes just the reminder that I need to make sure that I keep this going.

So for me, I know that consistency is a huge piece while people are learning it. That's great. But how does it carry on and live when they're not with me.

Because that's the point of every client is to eventually graduate and become an alumni client and move on and take with them what they've learned. It's also one of the greatest honors that I have is to know that things I teach you guys and things that I taught your team like still happen, right?

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And they're still like, and that doesn't mean everything you learned is still operational, but it's one of my greatest, it's like the coolest thing I think of like, yeah, they're running that process.

And it's something that I taught them years ago, or like when I had Amanda on the podcast over a decade ago, she learned it and she's still running the same processes and the same systems. And that's just really cool for me.

So when you guys look back from '23 all the way to now in 2026, What are some of those strategies? And you may now call them different things than maybe how I termed them when you were learning them.

But like, what are some of the strategies, whether they're, you know, your versions of the strategies or they're just tactics and things that you guys still have operational in your business today? Amy.

Amy Peltier: Which by the way, one time we met to do a check in and I had like relabeled and reorganized all your spreadsheets. And you were like, No, no, no, no, no.

Because I had renamed everything. I was like, oh, so I remember it. So yes, I'm sorry I did that.

But I mean, like, I think that on that consistency note, why for me, it's so important is that I live on the East Coast, I have to keep my business relevant on the West Coast.

So like, how am I staying top of mind to everybody I know? And then secondly, meeting new people and adding them into that top of mind, keeping them relevant.

So for me, you know, keeping that consistency, so I still have my COI, I don't even know what it stands for, but I call it the COI where I've got my master list of every single person I know and could reach out to and have coffee to. And I update that.

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And then the second thing that I have is that the calendar for the year of the touchpoints. So like, am I sending an email? Am I sending a card? Am I having an event? And so that's planned out for the year.

And it's like funny to see it be very consistent. Like it doesn't change anymore. We just put it in the calendar and that's that. And so I do that.

And then I am not as consistent with that running fives, like pulling the names and consistently every month. What I've done instead now is when I go and make my West Coast trip, I look at my master list and I say, who should I try to get on the books for coffee?

And then that's who, and I'm like, would love to meet with two to three people, maybe I can throw in a new person. And so I've been just trying to do that when I go to the West Coast.

And then, like, just recently, I made a couple new connections. So now they'll get on the list. And then they get the, I'm a little worse at like the consistent every other month, maybe keeping I don't know, in front of them, that's a little harder to do.

I have a lot of, I must have like a hundred names on my list. That's really hard for me to do. But I think like the fact that I invite them to the events, to our holiday parties, I send them thank yous throughout the year for referrals.

I got much better at making sure I'm thanking my referral sources like over the top almost because, well, they give you referrals. Why wouldn't you be thanking them? So just little things like that.

Stacey Brown Randall: So it's funny, when I listen to the things that you say, I know exactly like what trainings you're pulling from.

So like you still have your growth by referrals plan in place for your existing referral sources of how you take care of them. I love when you said it

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doesn't even change much. It's just like on a calendar. It just happens every year.

That's like music to my freaking ears, right? And then you're talking about what you learned through referring machines, which is the potential list of referral sources with your running five and you're keeping warm.

And I love the fact that, and we knew this when you were kind of going through the program, there would always be some modifications for yours specifically, because you live on one side of the country and your business really operates on the other side.

So it was never going to look the way it may look for somebody who's more local from that perspective. It looks different for someone who's all of their business is virtual and all of their potential referral sources are virtual too, right? That modification would be anticipated.

And then, of course, you said that you're thanking, which of course is, again, music to my ears. So, right, like pulling in those right pieces. It's so awesome to hear.

So Darci, tell us a little bit about, from your perspective, some of the strategies and tactics and things that you guys and your team keep going as well.

Darci Hether: So I'm like Amy where the touch points has been, you know, we have those calendared out throughout the year and we're pretty consistent how we set it up when we were working with you.

So it's pretty much on target when we're sending out those touch points, what they are, how we're reaching out to whether it's past clients or real estate agents, builders, stuff like that.

One thing that I've had to pivot is because we do a lot of pieds-à-terre, apartments in the city where people don't live here in the city, it's been a little bit more challenging to have those clients as referrals.

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They don't live here. They don't really have friends here per se that would need design services.

However, I've pivoted the thought process, which is when a new potential client does call us, I do have that referral source where I can say, hey, I got a list of five different people who've been through exactly what you're going through.

They lived on the other side of the country. They lived out of country. You can call them or email them and find out what was it like to work with us.

Because they're also looking at like, I don't understand how I'm supposed to do this as the homeowner of like giving my key over to this person, you know, kind of, and like knowing that in six months I get to walk in, turn the key, put my toothbrush in and everything's taken care of.

So it's been that consistent outreach to the people that we've done those projects for so that, again, I don't want one of my past clients to, you know, eight months after the project is done, all of a sudden Susie Q is emailing them and saying, hey, what's it like?

And they're like, what? I haven't heard from Darci in eight months or a year or whatever the case may be. So that part is really keeping up.

And then like Amy, you know, just getting in front of builders, contractors, real estate agents that I have relationships with both in the city and then in other places that we've done projects to keep those relationships just alive and well, whether or not they're referring me.

They could be referring, a real estate agent could be referring me to another real estate agent in their office saying, you know, I know this person. So that's how we've kind of transitioned that mindset, if you will.

Stacey Brown Randall: Yeah, I think it's important and exactly how you guys are talking about it. It's like once you get into it, I always tell folks, the

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things that you learn and execute on and see happen in the first year with this will always change.

Not drastically, but you'll just deal with different things come year two, come year three, come year four, right? Because you're getting better at it. You're seeing different things.

Sometimes the market is changing. Sometimes your processes are changing. Sometimes how you work with clients changes or what exactly you do, right? Like things shift, but it's like taking the core things with you and never letting go and being like, but these are the core things we do.

Like you said, the touch point plans are calendared and our team knows that they're happening, right? Like these things are just going to happen as we kind of go through the process. I think that's really important.

And for you, that client experience piece, right? So when you did the referable client experience, particularly for your clients that don't actually live in the all the time in the home that you are creating for them, like making sure a piece of that for you is that they'll always be there to do recommendations and be a reference and talk to potential new clients.

But also allows you to kind of have that referable client experience, the connection piece, that relationship building piece continues on. So again, you're taking and what you've learned and modifying and putting into place.

And I'm sure there's a lot more, but we usually remember the bigger ones, right, that we kind of put into place, which I think is great.

OK, so I think you guys have kind of answered this question, but I just want to see if there's anything else that kind of percolates and comes to mind.

Usually when someone finishes like working with me for the first year, I'm like, OK, what were your ahas to working with me in that first year?

But now that you guys are a couple of years past that and you've been doing the things that you're doing from what you've learned and keeping

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that consistency going from referral generation, have there been any long lasting ahas or moments for you that you're like, I'm glad we still do this? Darci, do you want to go first?

Darci Hether: I think one thing for me, which it's all about the language. You taught us how to, when you're responding to somebody or yeah, just how that language of writing that email so that you're kind of dropping the seed of, I love that you're a referral source without actually saying, do you mind referring me?

Just keeping that language in there, it's the planting of the seed. I think that that was one of the things that I'm always trying to remember, like working that into an email response back to somebody so that they can, it's like, oh yeah, that's right. She would love to have a referral.

Stacey Brown Randall: Yeah, it's like the idea of you're just always using that language. Not like every single time, right, but when it's appropriate.

Whether it's an email communication, whether it's a messaging for your touch points or whatever, it's like remembering that language piece. I think that, to your point, that's what gets them thinking about us from that referral perspective. So awesome.

OK, Amy, what about you? Any long lasting ahas that have stayed with you the last couple of years?

Amy Peltier: I think my biggest aha, and I'm always paying attention to it now, is even if somebody can refer you, not everybody is a referrer.

I used to think, we get so many repeat clients, but they're not referring us. What are we doing wrong?

But that's just because, well, clearly, they like the service we're providing. They keep coming back over and over and over, but they're just not a referrer or a client doesn't have somebody else.

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Because it's talking about money when you refer somebody like us to somebody else. It's not like a dentist. We all go to the dentist. But when you're referring a designer, you're insinuating to that person you are going to need to spend a certain amount of money.

And I think some people might feel uncomfortable like insinuating that and just that simple referral. So not all clients know how to refer, not all industry connections know how to refer.

So paying attention to that, that was like a big eye opener. And I'm always like, every time I meet somebody, I'm always kind of like putting them through a filter or understanding from the client side, like, oh, they're a refer, let's like tap into that, or they are never going to refer.

And that's okay. And I understand it, but they're going to come back and do 10 more projects. And that's okay, too. So it helped me let go of that piece.

Stacey Brown Randall: Yeah, I think the recognition that repeat clients are just as valuable as the clients that refer, right? They're like equally valuable, but if we can get referrals out of clients, we want to make sure we've got a process in place.

Because they don't just like a client doesn't just love you. Right. This is like the hard truth everybody has to learn. Like a client doesn't just love you. And then referrals just like drop from the sky from them to you.

Amy Peltier: Yeah.

Stacey Brown Randall: Unfortunately, that connection is not how it works. We want it to work that way. We feel like it should work that way.

But then think about all the people that we do business with that we love. And it's like, huh. You know, do I refer, like I think about my, like my bookkeeper, like love them. They're awesome. Like when is the last time I actually referred to them though. But I keep going back.

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So we think about it the same way too, like from the people we hire, do we love them and refer or no, because that's not how the connection is typically made. So, yeah. Awesome. Okay, cool.

So I want to ask this question for, for both of you and it's kind of like a two-parter, I want you to think about like, there's an interior designer that's listening.

And this interior designer's listening and she's trying to make, or he is trying to make to kind of like they've got two questions in mind.

'The first question is, why should I invest time and energy into growing my referrals? Why should I make that a lever that I want to pull? Why should I make that a focus for this year or next year or whatever it is?

So, talk to the interior designer who's considering, I'm going to make referrals important. What would you tell them about why they should?

And then, of course, quite possibly why they could also learn that from me as they go through their process of investing in learning referrals.

So what would you tell another interior designer about why it's important to just get started and focus on their referrals and what that's meant for you guys?

And then, of course, partnering that up with your decision to join the coaching program. So Amy, do you want to go first?

Amy Peltier: Sure. So I think I kind of touched on this, like the why it's important is you cannot build a business and a brand if people don't know about you. So like getting out there and connecting with people is so important.

Like you can only go so far in SEO and Google, and those are cold, cold leads. They're really hard to convert into a client. If you can get people to refer you, it's like gold.

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You've checked 50% of the hurdle or the mountain, climbing the mountain, and getting a new client. So I think referrals are really important.

And I'm a social person. So for me, if I'm feeling like my business is really stagnant, I will all of a sudden be like, you know what, I haven't had any coffees with anybody lately. I haven't spoken with anybody.

And then I go back and I look at my list and I'm like, okay, here's who I'm going to have coffee with and meet with even if they just like someone who I might not think they're going to give me a referral.

Just stirring that pot in the universe of getting myself out there makes me feel so much better. And then from there, it's like I'll have a mini burst of referrals. It's the weirdest thing.

So why they should hire you is because if you sign up for your course for an entire year, you are constantly there going, Are you doing this? Are you doing that? Are you doing this? Are you doing that?

And like, it takes a minute to it's like, I don't know, riding a bike, maybe, like takes a minute to figure out how or like learning to drive a car.

Like, sure, everybody understands how to drive a car. But like, when you first started driving, it was like nerve wracking. And you're paying attention. Did I do my blinker? Am I looking at all my mirrors? Like there's so much to absorb and learn and do.

And so you help them absorb it and learn it and make it a habit. So then there will come a point in your course where I mean, I at least felt I was like, I'm getting the hang of this. And it became so much easier, like became second nature.

And I wasn't so I don't know if the word is overwhelmed, but I wasn't having to think so hard, it just became integrated into the day to day.

I don't know about you, but I cannot work out or lose any weight if I don't have somebody in my face that I pay to help me do it. Just won't happen.

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I literally got rid of my trainer and haven't lifted a weight in two years. I won't. I just won't do it unless I hire her or someone else again. And then because I'm paying them, I will start to get up in the morning and go work out. I just cannot do it without somebody by my side.

Stacey Brown Randall: That's that saying that when you pay, you pay attention.

Amy Peltier: That's right.

Stacey Brown Randall: Same thing. Yeah. Okay. Darci, what about for you?

Darci Hether: So Amy kind of touched on it, but for me, it is really stirring that pot. So like I said, there's, you know, getting out there and having the coffee, it might not actually be the person who's going to refer me, but I do feel like flexing that muscle time and time again.

Because I think whether you're an interior designer or not, I think a lot of times we get so head down in our business that we're not looking up to see what's the next six months out, 12 months out.

And keeping that momentum going in our business so that we do have a full pipeline, we do have people calling us, we do have people remembering us, I think that's really important.

And luckily, I have Amy as part of my team, if you will. She's poking me a lot of times. Like, hey, have you booked that coffee? It's like, crap, I haven't booked that coffee. I need to do that. It's like keeping that up.

And I think as to why somebody would hire you, again, for me, like I said, Amy kind of had this a little bit in her own kind of back pocket when we started working with you. But I was looking at it so abstractly.

It was shiny objects left and right, and there were no parameters. There was no kind of roadmap. And you gave us that roadmap. And yes, we

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tweaked a few of the directions that we might take, but the roadmap was there.

We were all going to be ending up in the same spot. We might just take a little bit of a detour of how we're going to do it.

But I think that having that roadmap and having that consistency and that cadence of like figuring out like when you're doing things, how you're doing things, especially for our business.

I know I think during our time you had a couple I want to say they were like accountants or like CPAs. So of course they're like super busy January to April. They don't have time to stop for coffees.

For us, we might have a little bit more time or, you know, they might, I don't know. So just kind of figuring out what works for our calendar, our cadence, but making sure that it's a consistent ongoing thing to use Amy's words, it stirs that pot. And you gave us the framework.

And the other thing that I just keep, I just remember going, like every single time we were on a coaching call, whether you were talking to myself or somebody else on that call, listening to your words and how you would weave a sentence in there was just crazy pants.

I mean, it was just, it was like, Oh my God, how did she do that? Such a wordsmith. So that was huge. I think that was just incredible to give us that gift of like showing us how to craft responses or craft even outreach to people.

Stacey Brown Randall: Thank you. I do think that that is one thing, I always tell folks, the language piece, for whatever reason, is my secret sauce and is the thing that when I figured that out, I was like, I should probably lean into that. Like, as a business, that would probably be smart. So thank you.

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Thank you guys so much for what you shared. I think it's really important. You know, one of the reasons why I wanted to do this series throughout the year on the podcast is kind of like the, where are they now is because this is why it's so important, right?

There's so many times that people are like, Hey, the bright, shiny object or the one hit wonder, or let's try this new thing or the algorithm has shifted. So let's go learn this piece and let's do it for 90 days and then like get busy and forget.

Is I wanted to show to folks that are listening to this podcast, that are watching this on YouTube, that are a part of my ecosystem, a part of my world, that this should be something that lives on.

This should be something that you learn, you put it in place, you've got the right processes and systems in place, you learn what you need to learn, which is why I don't work with anyone for just 30 days, because you cannot learn it all in that time of period.

And then it should serve you. It should serve you and continue to serve you for years to come.

And that's why I wanted to do these series. It's just kind of like, hey, like, I know not everybody's using every single thing I taught them in the year or so that they worked with me, but I know you're pulling out the pieces that do matter and you are able to keep them going.

And I just, I think that's valuable. And I think particularly in today's age, right, people are always getting hit with a, what's the fastest thing to results, or like, what's that bright, shiny object, or what's that one hit wonder, how quickly can we get to what we need? And then it's not sustainable.

And I want people to understand that referrals should be sustainable. So thank you both for coming on the podcast to help me tell that story, to help

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me explain that referrals are sustainable in your business. I appreciate you both so very much.

Darci Hether: We appreciate you. You've got such a talent.

Amy Peltier: Thanks for having us. I know, it's great.

Stacey Brown Randall: Thank you guys so much. Appreciate it.

Stacey Brown Randall: I am always so thankful when my clients, and in particular my alumni clients, who in some cases haven't worked with me in a number of years, are willing to give up their time and come back on the podcast.

And of course, talking to Darci and Amy is always a hoot. They are so much fun. Now, we probably had way more laughs off the recording than we did on the recording, but I just want you guys to know that sometimes doing business with your best friend is a great way to do business.

And even though they're not business owners together, sometimes doing programs together with somebody is also a great way to even enjoy the program more and have a little built-in accountability.

I've definitely had that happen where people have joined and then recruited their friend to also join with them when they've been working with me. So that built-in accountability, there is nothing else like it.

So you can check out the original episode that I did with Amy and Darci in the show notes page for this episode, which is episode 434. So that show notes page link is StaceyBrownRandall.com/434.

Now, remember, please go and like this video, leave a five-star rating for this episode and subscribe to the show, whether you're on YouTube or you're listening in your favorite podcast app.

I also love feedback, so don't be shy and drop me a comment. Bye for now.

Roadmap to Referrals with Stacey Brown Randall