Ep #440: Your Next 5 Referrals



Full Episode Transcript

With Your Host

Stacey Brown Randall

Stacey Brown Randall: 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.

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

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So I was on a panel recently, and the question that I was asked was, if Instagram disappeared tomorrow, where would you go for your next five clients?

Now, this question was presented for me to answer it for the people in the audience, and most of them, I wouldn't say most, but there's a number of them who believe they rely on Instagram to be able to generate clients.

So the idea was, hey, this is where the audience gets their, some of their clients. If it disappeared tomorrow, what would you tell them to do? What would be my expertise? What would be my expert answer?

Now, the truth is, most of my clients, and I'm going to also assume you as a listener and most of my listeners of this podcast, we aren't filling our pipeline with clients from Instagram right now, right?

Maybe you get a few from some type of social media, but there's probably one or two places where the majority of your prospects do come from.

It may be more than one or two, maybe it's like three or four, but there's typically a concentration of places where the majority of your clients come from.

For some of you, maybe you're buying leads. For others, maybe you're working the direct messaging algorithm on LinkedIn.

Maybe you have a strategic partner who sends you leads and they get a cut, a very large cut of your revenue.

Maybe you know you have prospects coming in the door, but if you're being 100% real, you're not really sure where they're coming from or how they're getting to you.

When things are good enough, we default into a state of operating that's like this default state of just keeping doing what we're doing because things are good enough, right?

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We bury ourselves in the work. We're managing the team. We expect what happened last year, last quarter, last month will be what happens again and again and again because things are good enough.

Are they?

Let's look at this exercise in your business and you fill in the blank of the where the majority of your clients or a strong number of your prospects are coming from right now.

So, if, insert your where, if disappeared tomorrow, where would you go for your next five clients?

If, insert whatever your major lead source is right now, disappeared tomorrow, where would you go for your next five clients? What would your answer be?

Well, here's how I would want you to answer. Referrals, of course, right?

But let's be honest, those do not magically just drop from the sky because you want them. If they did, well, we would all be getting tons of referrals right now, all the time, every day, wouldn't we?

So, here's what I want you to consider. If a major lead generator for you disappeared tomorrow and you needed to find five new clients, here are five ideas, all from a referral perspective, because I want those five new clients to come from referrals.

Because if you got five new clients, the next five clients from referrals, it probably turned you into a believer that you should be doing more with referrals.

So, let's talk about it. Here are five ideas, all from a referral perspective, so that you can find your next five clients.

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Number one, edit your intake information to make sure you are capturing the referral details for each and every prospect. This is long before they become a client.

When they first show up, make sure you are capturing the referral source's name, if they were referred, in your database or spreadsheet or piece of paper or whatever it is that you use to capture the prospects that show up.

Now, when you are making sure that you are capturing this information from the start, from the get-go, when you are capturing this information from the start, it will make the next four things I want you to do a lot easier and a whole lot smoother.

All right, number two, clean up your existing data so that you know which clients and prospects that didn't become clients were referred to you.

Make sure you know all the information you need to know about those prospects and clients.

Anything's missing, like the source of where that client or prospect came from, the date of when they showed up in your world, what follow-up you've done so far.

Look at the list of prospects and clients that you have for at least maybe the last year or so and make sure you're updating all of their existing data and specifically make sure you know who was referred.

All right, so number one, the first idea I gave you is making sure that you never have to do a cleanup again because you're collecting all the right information at the start.

Number two, this idea I just gave you is about cleaning up anything that you've had of prospects and clients that you've had in the past so you know who was referred and you have all the referral details, like the date and the referral source's name, so you have all that information.

Number three, okay, now let's take some other type of action. First two are about operations, cleaning up of data, making sure we're getting the right data.

Number three is let's follow up with all the prospects who were referred to you in the past six months, nine months, in the past year to see if they want to work with you now. You never know what might have changed in their world.

So if you've had people referred to you in the past and that past could be six months, a year, whatever, reach out to them and see if they'd like to work with you now because you never know what's changed in their world.

And of course, if they're referred, there is a specific way to do that follow-up, but follow up with those prospects to see if now is the right time.

All right, the fourth thing I want you to do, I want you to think back to any networking or client conversations or coffee conversations with other people in your network that you have had when someone has said, I told someone about you or I need to connect you with so-and-so, right? I need to make that connection happen.

I want you to go down, walk down memory lane, think back to any of those conversations where someone says, I told someone about you and then I want you to reach out to that person and I want you to flip what is effectively word of mouth buzz, what you received, word of mouth buzz into a referral.

Anybody tell you they've talked about you? I want you to flip that into a referral.

Okay, and the fifth thing, make a list of people who have referred you in the past and figure out how long it's been since you've actually reached out to them. And most important, manage your messaging.

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Manage your messaging to own it. If it's been a long time, if it's been a while, say that. It's okay. We all mean to do things we don't do.

But if you're looking at a list of people who have referred you and it has been a while or a long, long while since you've actually reached out to them, make sure you're owning that in the messaging to them and aim to rekindle that relationship.

Be genuine and authentic. We're not looking to manipulate people here. But if people have referred you in the past and you've ghosted them, a simple step you can take is just to start the rekindling of that relationship by reaching out.

And if it's been a while, own it. Just say that in the moment, right? When you're actually reaching out to them.

So if your strategic partner or your direct messaging strategy or social media or any other way that you rely on getting prospects stopped tomorrow, now you have five things that you can go do immediately to get a little referral momentum going, right? Get some referral movement started right now in your business.

And if you don't know how to do those things easily, like flipping word of mouth buzz into a referral, if you don't know what to say, if you don't know exactly what you're trying to capture, right?

If you don't know how to handle specific scenarios when you're reaching out to someone that you've been ghosting, that of course could come up.

And if you want me to tell you how to do them without any second guessing, without wondering if you're doing it right, then I need you to check out my Your Next 5 Referrals program.

Check out the Your Next 5 Referrals program. It is four modules which have bite-size quick videos, quick mini lessons within them to walk you through each of those five referral to-dos I just gave you plus more.

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There is a baseline with referrals where I want all businesses to start, including yours. And it's why the Your Next 5 Referrals program exists.

Because today is a great day to spend a tiny bit of time to get started kick-starting your referrals.

And if you just happen to be listening to this during November of 2026 before American Thanksgiving, so before November 25th, you can get a huge discount on the Your Next 5 Referrals program. Plus join me in December when I'm teaching it live.

It's all a part of our Black Friday offer. But our Black Friday offer ends before we sit down to eat turkey or ham or whatever you eat on Thanksgiving here in America.

So wherever you're listening to this in the world, if it's before the 26th of November, you can take advantage of this huge discount on Your Next 5 Referrals.

And I'll show you how to do all these things, these five ideas plus so much more so you can get started generating referrals.

And the big bonus, you can join me live in December where I'm gonna teach it to you. If you actually don't wanna log into the portal and go watch the videos, but you'll have access to do that if you want to as well.

All the details can be found at StaceyBrownRandall.com/blackfriday.

On that link, we're gonna break down everything that's included in Your Next 5 Referrals like the 18 baby bite-sized mini lesson recorded videos where you can have exact understanding, the exact scripts for what to say and a number of super common scenarios along with a follow-along workbook, a master checklist so you can keep track of what you're learning amongst those 18 mini videos, right?

And you're gonna have 12 months of access to all the materials via our online portal. Plus, I also offer a monthly live Q&A call with me. Yes, me, no

one from my team to ask your questions as you're going through Your Next 5 Referrals.

And we have some additional bonuses that I'm not gonna take the time to mention right now. But of course, the also Black Friday bonus, which is me teaching you all four modules live, right?

I'm gonna teach it live over a few sessions. You can have it all knocked out in December long before your holiday break starts.

So if you're wondering who Your Next 5 Referrals is right for, well, it's right for you if you wanna generate referrals without asking, without incentivizing, without being gimmicky.

It's also right for you if you are looking for a simple plan of action to help you uncover your next five referrals that could probably be hiding in your business right now and what outreach you wanna do to start cultivating them.

And it's also for you if you're the kind of person who will implement at least some, but maybe all of what you learn.

Okay, you can check out the link to the Your Next 5 Referrals program. And of course, with all the information on the Black Friday discount, along with when it expires on November 25th, make note of that, in the links below this video.

Or of course, if you're listening to this in your favorite podcast app, you can find it on the show notes page, which is StaceyBrownRandall.com/440.

All right, while you're checking out our Black Friday offer and checking out the Your Next 5 Referrals program, making sure that it is right for you, remember, we would also love it if you could like this video, leave a five-star rating for this episode or the show in general, subscribe to the show while you're at it, whether you're doing that on YouTube or on your favorite podcast app.

I also love feedback, so drop me a comment below.

All right, you got all the details you need. I hope to see you on the live training I'm doing for Your Next 5 Referrals in December.

To get that, make sure you take advantage of the Black Friday offer and get into Your Next 5 Referrals right now while you can.

Great program, great bonuses, great Black Friday offer, and of course, it's at a great, great discount too. But truly, I am biased, but you know that. Okay, bye for now.