



How to Get 2-3 Referrals a Month

Handout

The Goal and the Strategies of Referral Marketing

Should you ask for referrals?

Why doesn't asking for referrals work?

- 1) _____
- 2) _____
- 3) _____

What is a referral?

A name volunteered by a client as someone needing the FA's help.

The Goal:

Increase the quantity and quality of unsolicited referrals.

The Strategies

- 1) Create top of the mind awareness

Defined: _____

2) Create word-of-mouth

“Oral or written recommendation by a satisfied customer to the prospective customers of a good or service. Considered to be the most effective form of promotion.” —

BusinessDictionary

3) Create a referral consciousness

Defined: _____

Create Top of the Mind Awareness

Q: How are we going to do this?

A: Live in your clients' minds.



How much is enough? _____

When to use email? _____

How much social media? _____

BILL GOOD MARKETING®
DOUBLE YOUR PRODUCTION OR WORK HALF AS MUCH



NO CONTACT REPORT MAINTAINED AT 10% OR LESS FOR CLIENTS.

Key concept: Let the team maintain the relationship

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DOUBLE YOUR PRODUCTION OR WORK HALF AS MUCH

Send lots of etiquette and goodwill messages.

- Get Well
- Condolence
- Thanks-Account
- Appreciation
- Anniversary





Participate in Family Celebration

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) Send happily married couples a wedding anniversary letter.

Create Word-of-Mouth

Referrals happen when:

- a) _____
- b) _____

The Key Question: _____

The Key Answer: _____

- 1) Invite well-connected clients to a birthday lunch or dinner.
- 2) Schedule frequent client-guest educational seminars.
- 3) Honor special clients with special events.
- 4) Invite like-minded clients to events about which they are passionate.
- 5) Once a year, invite every client to an appreciation event.

Create a Referral Consciousness

Referral consciousness defined:

That state of mind in a client that causes the client to give you the name of a friend or associate who needs financial advice.

Solve this problem first

The primary reason people cannot give you referrals is: _____

Problem Solved: _____

Referral basket prominent displayed

Text from electronic frame: "While you are here, if you think of a friend, associate or family member you'd like us to send a Welcome Kit to, please select a gift from our GIFT BASKET."

Promote referrals by phone or in person

Take the "Referral Challenge."

Give a gift that encourages more referrals

Post at least one sign in the office promoting referrals.

Promote referrals by mail, several times a year in the post scripts

Promote referrals by in the post scripts of your email.

Annual Referral Letter Should be Part of FA Message Plan

Recap

- 1) Create TOMA. Referrals will increase.
- 2) Create word-of-mouth. Referrals will increase.
- 3) Create a referral consciousness. Referrals will increase.

Best Practices

15% of clients should give you a referral.

60% of those should close.

For information about how you can deploy the Bill Goo Marketing System to help increase “real referrals” into your practice:

Call Jill Tindall

888-495-7303