



3 Easy Ways to Get More Referrals THIS WEEK!

By Jana Beeman

Most of us rely on referrals in our business because other people know people who need us, right?

So **how can we get more referrals**, starting today?

Here are some easy-breezy ways to get that referral machine rolling...

1. **Ask your existing clients.** Offer them something of value – it can be small – in exchange for sharing their success in working with you with others.

What can you offer? How about a little free time if you're a coach or practitioner, or a small extra service?

How do you do this? Easy! "Hey, by the way, I just wanted to remind you that like most businesses, I run on referrals. If you happen to talk to anyone who might need what I do and you send them to me, tell them to mention your name and I'll happily give you a free 30 minutes on our next call (or whatever feels appropriate to you and would be of value to them)"

See? Easy!

Don't have any existing clients? That's ok. Just keep reading 😊. I've got you covered.

2. **Ask your friends and family.** Offer them something of value as well. Now I know, if you're like me and have lived through tons of people learning (usually badly) how to do an MLM business and they reach out to all their friends and family and try to sell them stuff, you may be cringing right now. Let's change that.

What about, instead of trying to sell them anything (by the way, I never sell anything, ever!), you just asked them to keep an ear open.

Maybe that would sound something like this: “Hey, you know I’ve started doing this coaching, right? I’m really looking to connect with people who suffer with (insert problems here) and I know you know a lot of people. If, as you’re going through your day, you hear someone say something like (insert your own example) “Gosh, I wish I could actually lose this weight” or “I can’t find anything that fits me right anymore”, I would love it if you’d offer them a free “Find Your Perfect Weight” discovery session with me as your gift to them. No cost, no obligation.

If you’d be willing to do that for me, I’d love to have you and the family over for dinner (or I’ll babysit the kids so you can have a date night, or I’ll make your favorite dessert....) Get the idea? Most of the time, they don’t need the bribe, they just need the reminder that you need referrals and would love to get some from them. And, they get to be a hero to their friends by offering your free session. How cool is that???

3. **Email your list of contacts.** Ya, I can hear you groaning, but seriously, this WORKS! And it can be as simple as sending a group email (address it back to yourself and bcc: everyone else. You may need to do this in a few batches as many email providers think you’re spamming if you send to too many email addresses at once, but usually you can do about 100 in a group.)

It could look like:

“Hi,

I’m just reaching out to my connections and letting everyone know I’ve started helping (x people) who suffer with (x problems) achieve (result, result, result). I’m really excited about helping a lot of people, and could sure use your help.

If you happen to hear anyone say something like (again, insert your own example) “Gosh, I wish I could actually lose this weight” or “I can’t find anything that fits me right anymore”, I would love it if you’d offer them a free “Find Your Perfect Weight” discovery session with me as your gift to them. No cost, no obligation. Just connect us by email and I’ll take it from there. By the way, I work by phone or skype (if you do) and so they can be anywhere, and I can help.

If you’d be willing to do that for me, I would so appreciate it. If there is anything I can do for you in return, please let me know. And if someone you refer to me signs up for one of my programs, I’m happy to send you a thank you in the form of a \$100 referral fee (or 10%, or any other gift you want).

If you are looking for referrals in your business as well, let’s connect. I’d love to refer to you.”

See? Not so hard, right? You’re not asking if THEY are a potential client, you’re asking if they KNOW a potential client, and people love to connect people! And if they happen to be a potential client themselves, they’ll ask you if they can have a session as well, and you’re golden 😊.

Connecting doesn't have to be hard. It's moving past our fear that is the challenge. But remember that fear is an illusion that only holds us back, and by moving past this fear, we grow as business owners and practitioners as well as in our role as humans.

People need what we do, so be fearless in spreading the word so you can help them.

Warmly,
Jana

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As a Coaching Skills & Business Coach for Institute of Integrative Nutrition, business trainer for Harmony Integration and Holistic Marketing Mentors and other schools and organizations, as well as working with private clients, Jana brings her 35 years of business experience in both local and online marketing to the trainings she does. Her expertise in creating clarity, connection, community and clients is paired with a background in Public Relations, Marketing, Social Media, Enrollment Conversations and other aspects, both relational and technical, of business which allow her to coach business owners to succeed with integrity. She is Vancouver NAPW President and Vancouver Holistic Chamber of Commerce President. She is a leader and trainer within the Evolutionary Business Council, an invitation-only international mastermind of thought leaders and visionaries.

Jana is available for international and local speaking opportunities and conducting business trainings and is a published author. Jana Beeman is also a Board Certified Health and Nutrition Practitioner, Certified in Hypnosis, Yoga/Restorative Yoga, and is an EFT, Meditation & Stress Relief Trainer. She is an international speaker & business trainer and a published author. Her personal mission is to help clients get out of struggle and start really thriving so they can bring their true gifts to the world. A portion of all income from this business is donated to various animal and wildlife preservation charities. Always has been, always will be.

Sign up here: www.createyourdreampractice.com, and you'll receive my **Effortless Enrollments training audio** which will help you **get more clients with simple conversations**, my **Business Success Checklist, Quick Tips for Better Networking** and so much more!

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