



How do you Get Referrals?

Hi, I'm Sharon Jurd and welcome to my Biz Blitz video. Today, I want to talk about "***How do you get referrals?***"

How do you get people singing your praises wherever they go? Because you, as a business owner, go out and market every day, but you cannot get to everyone. You can't get to every audience, you can't get to every single person. What you need to grow your business is to have other people out there telling other people how amazing you are. The first thing you have to do to get people referring you to others is to **do an amazing job**. Don't do a great job, don't do a good job because people who do a good job don't get referred. People refer people who have done an amazing job, an outstanding job, an over and above job.

You will not get a referral from someone if you've been "good" and just met their expectations. You want to be exceeding their expectations. What else can you do for that client that goes far beyond whatever they thought they were going to get when they signed up for that program or began coaching with you?

Secondly, **ask them to refer you**. Set the expectation of, "*If I do a great job, I'd like for you to refer me to other people.*" Because you've got remember some of your clients may not be in business and they don't know that they're expected to refer. They think that they would, but you've got to really give



How do you Get Referrals?

them permission to talk about you to other people and say, *“Look, if someone has an event or backyard barbecue and someone mentions this, don’t forget to mention my name. It would be amazing if you can refer them and I would definitely help them out.”*

Thirdly, when someone refers a client or a potential client to you, **make sure you thank them.** It can be as little as a phone call saying, *“Look, Mr. ABC came in and saw me today. He said he was referred to me by you and I just want to genuinely thank you for the time you took to send my details to him.”*

That means a lot to a lot of people. Yes, you can send gifts and little thank you notes. I do all different kinds of things in my businesses. But even a simple phone call to say thank you goes a long way, and then they will want to refer you even more because they genuinely feel that you are grateful for that referral.

There are my tips today. One, do an amazing job. Make sure that you are doing an outstanding job. Not a good job, not a great job - more than that and you’ll get lots of referrals. Secondly, ask them to refer you to others and give them examples of where they might be able to do that, and thirdly, make sure that you thank them after the referral because that means a lot to them.



How do you Get Referrals?

I hope you like this video today. If it has been of value to you, please share it out with your friends, family, and colleagues because I want to help as many people as I can, and I need your help to do that.

I'm Sharon Jurd and I'll talk to you very soon.