

Unstoppable Referrals Part 3/3

Unstoppable Referrals takes creating a business based on referrals to ANOTHER LEVEL. Yes, there IS another way in addition to the basics: Doing a great job and hoping people will refer you - Being Persistent in keeping in touch with your COI/PC/Networking groups - Asking more often - Being sincere

We looked at:

Why people don't give you referrals already: It's uncomfortable. It's not easy. They don't know WHO to refer to you. They think we only want a ready, willing, able client. and - They just don't think about it.

WHY we Want referrals: Since Studies show that people are 4 times more likely to "buy" if they are referred.

Are you referable? Are you DIFFERENT? VALUABLE? LIKABLE? TRUSTWORTHY? And introduced creating a PERSONALITY.

The 3 reasons people ASK others for a referrals? 1. They are trying to reduce risk 2. The want to abdicate some of their "due diligence" burden, trusting someone that they trust has done it for them. 3. They need help making a choice when faced with an overwhelming number of options. When people get referred to you, they believe someone else has taken the time and knows your character.

What a referral Kit DOES: Frames the "problem" they have and understand the consequences of inaction. Makes sense of possible solutions. Suggests a 1st Step in resolving their "problem" (contacting you) 4. ELEVATES, by design, your AUTHORITY in the mind of the potential client.

Why a referral kit is a KEY benefit in getting referrals? Your client, referral partner, promoter doesn't need to introduce you. They simply offer a VALUABLE "widget" to someone who benefits from it. There is no "sales pressure" perceived by the giver or the receiver of the "widget". It's a GIFT. Gifts are EASY to offer. It ELEVATES you above the competition. It's a benefit to YOU because YOU get to DELIVER it... Allowing an initial "no-sales" contact.

5 Parts to Your Referral Kit

1 - Problems - Results - Questions: Present the Problem - Agitate the Problem - Solve the Problem. *Steps in creating this part of your kit: What problems do my prospects have... that they actually want to have solved? What results do I create for clients... that they can't create for themselves. Questions that prospects and clients often ask. List the questions that prospects and clients SHOULD be asking you before they "buy" your solution.*

2 - Step-One in the Solution for your Clients - Relief "Paint a vivid picture" and be transparent with some of the solution.

3 - Going Deeper in Solution with another offer - To meet with you for "something" with no risk. (It can be a sales presentation if they are ready now).

4 - Prove It - Testimonials - BEST TRUST BUILDING TOOL we have available. He says *"Your prospects are looking for people just like them, who faced the problem they are facing, and solved it by doing business with you."*

5- Give it away-Give it away- Give it away now... Don't Over-Worry about "Giving too much Away". You want the clients that see your value and are willing to pay for it.

We closed Part 2 with your Options in creating a kit: ONLINE or OFFLINE

And a reminder: Offline you PAID FOR. Online is FREE. And perception of your audience is clear on that. *They understand when someone PAID to produce the thing they have in front of them.*

On to part 3!

4-Step Formula to getting Testimonials

1. **Interview the Client...** and ask if you can record it. Audio or Video. An interactive approach is going to get far better results than asking for a written reply. People aren't writers. Unless they write for a living. :) **Ask them to introduce themselves.** You might point out things that you want to for your future client target market, like they are a young family, empty nesters, retirees, CEO's, in HR dept, etc.

2. Ask them to explain the challenge they faced. What was it like being in that position? Like, my accountant said I HAD to buy a house because I was paying too much in taxes, or We were paying double for utilities over a right-sized house, or I had bought another home and still had mine to sell or I'd tried with another agent and it expired, etc.

3. Describe the solution they found (you) and how they found it (referred by a friend, got a letter in the mail, saw your ad, etc.)

4. What is life like now? Now that the problem is solved... Paint the vivid picture of the result! Better, happier, relieved, etc.

Have the interview transcribed and edit it into a polished testimonial using the best pieces. Send it to them and have them sign off on it! **YOU do the writing work.**

I think that this next section is probably one of the biggest stumbling blocks of most agents.

Defining WHO you want to be referred to: Your IDEAL client

Part of this book is clearly about ONLY marketing for IDEAL clients. It's not that you don't turn other business away, it's that you get in your head the IDEAL client and design a plan for that referral to come to you. As you've heard me say before, when we ask for people to refer us "anyone" who wants to "buy or sell" it's so broad, the mind can't handle it. This is a great chapter in the book but in the interest of time, let's just look at the 4 questions to ask yourself to create a picture of your ideal client:

1. What do they look like? Not physically, but other details. Age range, type of income/job, what area of town, etc.

2. Where do they hang-out? Both offline and online! You are looking for the places and ways to reach them.

3. How do they think? Are they more fear-based or desire-based? Are they more analytical or emotional?

4. Who are their friends? Socially and Professionally.

Gordon said you can have up to 3 distinct Ideal Clients, but that's it. THREE. Not "everyone".

NARROW your focus to SPEED your RESULTS and leverage!

Stop: Referral Partners and Start: Create Promoters (this is pretty interesting)

In chapter 8 Gordon covers how to change your strategy from looking for “referral partners” to recruiting Promoters... and it’s not what you think. Promoters will help you find your Ideal Clients IF it’s EASY and if it’s VALUABLE FOR THEIR RELATIONSHIPS. We’ll go into how to get them to do this GLADLY in a moment, but let’s start with choosing the RIGHT promoters. Key: You want **Promoters who your IDEAL CLIENTS are already listening to**. Brilliant, right? Here are the other 5 Essential Criteria for choosing great Promoters.

1. Are they friendly and open to working together?
2. Are they selling to the same pool of people you sell to? (one of the 3 Ideal clients)
3. Do they have a LIST of prospects, partners, and clients? They need a list.
4. Do they have some expertise that your clients and prospects might find interesting?
5. Are they people you LIKE?

He closes this chapter with a warning... if you CHASE them, they will run away. So how do you get them? Next section:

How to turn your Promoters into STARS... which leads to getting them to refer you to their list.

Remember Johnny Carson? Barbara Walters? What they do that you need to learn to do is INTERVIEW. You are going to make your Promoters FAMOUS, which is why they WANT to work with you! This is seriously unique, I’ve never heard it before. First off, when you interview a Promoter, you build a rapid relationship with them. They immediately like you. You’re interested in THEM! And you want to interview them for your Current Audience... your Database that you have now! Wait for it though... there’s more.

Gordon says there are 3 ways you can do your interviews: Text Based(written) - Video Based (tougher to set up and arrange, plus need the technology and editing expertise) - And **Audio Based**. He loves Audio the best (as you know we do too) because it’s

relatively little technology but WAY more effective than text based. More on this in the chapter, but let's move on.

Why do Interviews work? We are saying to our prospective Promoter: *I think you're an expert and I want to share your valuable info with my clients, and they will get to know you too.* (Remember the part about they sell something to your ideal client... your list is valuable to THEM!)

You might be saying now... wait. This is about promoting THEM... Well, sort of. Remember Johnny Carson & Barbara Walters? Who is the star? THEY ARE. **You become the “expert gatherer” for your clients.** You show your list that you know great people and they like you enough for you to interview them. And here's the kicker. YOUR INTERVIEWEE will WANT to that the interview you did and share it with THEIR CLIENTS! What better way to get introduced to a Promoters list than to have THEM send your interview. Make it about them a special experience for them and as you get better and better at this other Promoters will be knocking at your door to do an interview of THEM.

NEXT is getting the Promoter to promote YOU. Not all will want to share the interview with their list right away. It's OK. What you now want to do, is to offer to your Promoters your “Referral Kit”. Coming from a sincere spirit of contribution, you want to help THEIR list of clients, the way they've helped YOURS. This must truly come from a position of GIVING or again, they will run.

How to get them to promote you?

1. Ask them to do a letter to their group giving them access to the interview and offering your free gift (referral kit) to them. Sample letters and scripts for this are on Gordon's website and in the book. There is a detailed “how-to” to get this done, and more importantly, to get it done EFFECTIVELY.
2. The Newsletter method. If your Promoter does a newsletter, as many do, you simply offer to do an article for an upcoming issue. KEY: Your bio byline in the article offers your “Referral Kit”. Example: Mike Stott is the author of “Getting your Listings Sold in

today's Market" For a free copy of this special report, call XXXX or email XXXX. Notice how subtle that offer is for your "referral kit".

3. Seminars and Webinars. Doing an event with/for your Promoter to bring some valuable information to their client list (as a "favor" in exchange for doing that Interview for you) is a great way to get in front of their list.

Part 4 of the book is on how to get your CLIENTS to refer you with out the awkward "ask".

This section really is about using your 3 IDEAL CLIENT groups to SPECIFICALLY ask for a referral that fits into a specific category. The script goes like this *"I'd like to help more people in the BlankGroup."* Who like that should we send my _____ (referral kit) to? For real estate agents an example might be "I'd like to help more first-time buyers like you... people that have been renting but really ought to own something and are just throwing away money paying off someone else's mortgage. Who in your life should I send my Paper on ***"How to Get of the Rent-Move-Repeat Cycle"*** to? SEE HOW SPECIFIC THAT IS?

Now your client can SEE clearly who for you to get your "referral kit" to!

Your "Referral Kit" helps you to be less "sales-y" and more "HELPFUL". Exactly someone that can really help someone they know. **A specific someone.**

Chapter 12 is about using **EVENTS to create Referral Opportunities**. One of our own clients, Michelle Allen, just did an event in Austin that had over 100 people attend from her Farm Neighborhood of about 2000 people. THAT is HUGE. And MOST wanted her to follow-up with them after the event with more information. Michelle, are you here today? How many of the attendees INVITED you to contact them with more info? I think it was over 50%... Great Chapter on this method.

Chapter 13 is all about FOLLOW-UP because without effective Follow-Up you might as well not do this at all. Yes, we'd LOVE the 2-3% of people that know they want to do

something soon. Of course. But to maximize this, you want to be REALLY going after the bigger chunks. That's the 7% who would be OPEN to doing something IF we show them why/how. And the whopping 30% who aren't thinking about it at all right now, but who are likely to do something down the LINE. This section of the book is fantastic and will be used in my upcoming **REVISED Database Webinar** and class coming up on May 4th at 3pmET - The Webinar. With classes on:

I will be covering on this webinar and in the class:

3 Reasons why part of your criteria for an IDEAL client SHOULD be an EDUCATED PROSPECT (about your business).

Why the Long-View is important

How A 90-minute time block per month Follow-Up that WORKS and exactly what to include in that 90 minutes

BONUS INFO

Google book publishing and you'll find among other things:

<https://janefriedman.com/self-publish-your-book/>

<http://online-book-publishing-review.toptenreviews.com/>

<https://www.lulu.com/> is the big winner that I've seen.

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Books at cost (up to 99 pages is approx \$3 per book; up to 200 pages about \$6.50 per book; and so forth)

Author selects pricing, keeps his/her rights, and is responsible for final proofing/approval of interior and exterior
Excludes book marketing

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<http://www.amazon.com/gp/seller-account/mm-summary-page.html?topic=200260520>

Video on publishing

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