Hi there. I am Stacey Brown Randall and the creator of the Growth By Referrals program and community. Thanks again for taking the Referral Ninja quiz! I am super proud of your results and you should be too. Why?

Because you have something that most don't - the desire to understand where you are in generating referrals for your business and the willingness to learn more. That rocks!

While your quiz results may seem a little overwhelming - don't stress. Generating referrals all comes down to knowing what to do, in what order, how to plant referral seeds and being consistent.

Together, we can move you from Referral Ninja Beginner to Referral Ninja Master. Check out how each question applies to understanding what it means to become a Referral Ninja Master…you know, the level you are heading!!

Let’s do this!

Q1: Do you believe you deserve referrals?

While generating referrals is about knowing the mechanics, the tactics…it starts with your mindset that referrals are possible and you deserve them. You don’t deserve them “just because” - you deserve them because you do great work for your clients, provide a sticky client experience and connect with your clients (and by connect, I mean they know you care about them, providing them with what they need.) The messages we believe impact and influence our actions and behaviors – so let’s get our head on right and believe we deserve referrals because it’s true.

Q2: Do you know the difference between a referral, word of mouth buzz, introduction and a warm lead?

Have you ever sat across from a prospect and felt frustrated? You thought they wanted to talk about working with you but they resisted the conversation prompts. Or you didn’t think they were interested yet in working with you so you dove into your “let’s see if I can get them interested” pitch and it became apparent you were wasting their time because they wanted to skip that and talk about how you work with clients. (Awesome by the way, but you almost blew it!) Why such a dis-connect?

Because you didn’t walk into the meeting or conversation knowing if you were meeting with a warm lead, an introduction, a word of mouth buzz or an actual referral. Knowing the difference of these four should guide you on how you approach the first conversation.
You also need to understand how to flip a warm lead, word of mouth buzz or introduction into a referral. Because receiving a referral is the best kind of new client generation. They show up ready to work with you. Why? Because they trust you (since they were referred to you by someone they trust), are less price sensitive (value has been established by someone else) and move quicker from a prospective client to new client.

**Q3: How consistent are your referrals?**

There is a belief that overall volume is most important when generating referrals but that is not the case. What is most important to being able to rely on referrals as a main source for new clients is the consistency. Meaning we can count on referrals received every month to fill our pipeline of new prospective clients. While some only need a few referrals a month, others need 10 to 12 referrals a month. So, before you focus on volume, focus on consistency. Once you have referral sources sending you referrals on a consistent basis, you can then focus on increasing the number received from individual referral sources (considered Referral Ninja Master level work).

**Q4: How do you thank people after they refer a client to you?**

Ever send a gift and never have it acknowledged? Leaves you wondering if it was received, if it was appreciated or if they even liked it. Receiving no acknowledgement makes it rain a little on your gift-giving party, doesn’t it? It’s the same with referrals. When you don’t acknowledge the referral right away, your referral sources start to wonder and possibly question you as a professional. (They will definitely wonder if you have any common decency.)

While most think a quick thank you email will suffice – truth is – a potential client was just dropped in your lap that you didn’t have to work hard for – and your referral source deserves 5 minutes of your time and the cost of a stamp. The best habit you can form in your referral generating journey is the one where you don’t let a referral received go unrecognized and you go above and beyond by sending a handwritten thank you card (considered Referral Ninja Master level work).

**Q5: Do you have a process in place to thank your referral sources in-between receiving referrals that you follow throughout the year?**

Question four focused on what you do right after receiving a referral but this question is different and mastering it truly sets apart the Referral Ninja Beginners from the Referral Ninja Masters. Having a plan that you execute on consistently so you stay top of mind in a meaningful and memorable way with your referral sources is what makes someone a Referral Ninja Master. At the heart of receiving referrals is that you make your referral sources feel like they are most important to you, you don’t take them for granted, you recognize what they mean to your business and are willing to consistently let them know how you feel about them.

This isn’t something you make up as you go – this is the most important plan your business can have and you need to take it seriously. I encourage you to plan it out on a 12-month cycle and then consistently execute, using the right language and tweaking it as necessary.
Then wash-rinse-repeat (with some variation) year after year. When you have this referral generating plan that you follow you are well on your way to becoming a Referral Ninja Master.

Q6: How many referral sources do you have (meaning you must know them by name)?

AND

Q7: Do your referral sources consistently send you referrals? (*Referral sources are client or people who send your referrals)

Question 6 and 7 are best answered together. One of the most important steps in generating referrals is understanding who refers you. I call it “id’ing the who” (identify the who). To answer this question completely you must not only know how many referral sources you have but you must also know who they are.

We cannot cultivate more referrals from our sources – or know if we need more sources – until we know who our referral sources are – by name. Then we create a plan to connect with them in a memorable and meaningful way that they will appreciate and it keeps us top of mind.

Most people believe they need at least a hundred referral sources if they want to successfully build a business supported by referrals. But that is just not true. The opposite is also not true, you cannot sustain a business on referrals just having one or two referral sources. When people start out they usually realize they fall into one of three categories:

- They have no referral sources
- They have just a handful of referral sources (3 to 5)
- They have a good number of referral sources but some have not been active in sending referrals in a few years.

To become a Referral Ninja Master, we are aiming for a dozen or so referral sources that each send multiple referrals a year. If you have referral sources that only send one or two referrals a year then you will need more referral sources. In working with the members of the Growth By Referrals community, I find if you aim to cultivate between a dozen and two dozen sources with at least 6 of those that send you multiple referrals each year...you are moving in the right direction.

Now every business defines ‘consistently’ different but when you move up to the Referral Ninja Master level you are at a place where you can count on your sources to send referrals every month or at least every quarter. Referrals have then become a sustainable source of your business development activity. I average over 100 referrals every year – that type of consistency is supported by knowing who my referral sources are, following a plan that works and then executing year-after-year for triple digit success.
**Q8: Who is the most important person in the referral process?**

When starting out to learn how to generate referrals without asking it is normal to think you (the service provider) or the prospective new client is the most important person in the referral process. But you and the potential new client are not the hero.

The hero is the referral source, your referral source. Which is why everything you do – as you make your way to the Referral Ninja Master level – is focused on the referral source. The plan you create to stay in touch with your referral sources is created to be all about them – you being meaningful and memorable for them. Which is why your email newsletter or generic card you send monthly is not working. That’s about being easy for you…but a true referral generating plan is all about the referral source…the true hero.

**Q9: Do you ask for referrals?**

Asking for a referral is all about you. Plus, it makes most people uncomfortable and makes them feel like they have a sense of obligation to you, like they have work to do for you. And we all have enough of our own work to do. I want to give you a referral because I know someone who needs your help – not because you guilted me into thinking about who could use your help. Remember, the hero of the referral process is the referral source so don’t go making it about you by asking.

It is important for you to understand how to plant the right referral seeds – the language you use while being memorable and meaningful – with your referral sources so you never have to ask again. If you want to know why asking for referrals do not work, I encourage you to read this post: www.staceybrownrandall.com/manufactured

Congratulations on taking your first step in creating referral success…now you know where you stand and have ideas on what you need to do differently to move from Referral Ninja Beginner to Referral Ninja Master. I have full faith in you! Let nothing stop you from the referral success you deserve!

Here’s to your referral success,

Stacey