



**HOW TO GET 4X MORE REFERRALS
FROM CUSTOMERS, AUTOMATICALLY.**

ASKING FOR REFERRALS ONLY BRINGS TROUBLE.

"Ask for more referrals."

We're force fed this "marketing wisdom" and we hate it. We're told to *"be proactive."*

And some of us try.

But it always seems to end the same way. You feel stupid for asking, things get weird with your customers, or you get zero referrals for your trouble.

Asking for referrals seems to only bring trouble.

Use this guide to help you create the tools and resources you need to automate referrals and make the whole process easy.

STEP #1:

FIND YOUR IDEAL CUSTOMER.

1 LIST 2 TO 3 IDEAL CUSTOMERS IN YOUR BUSINESS.

2 LIST THE THINGS THAT MAKE THEM IDEAL.

3 SCHEDULE AN INTERVIEW WITH 1 OF YOUR IDEAL CUSTOMERS.

DATE:

TIME:

STEP #2:

FIND THEIR PROBLEMS.

1 CREATE A LIST OF THEIR PROBLEMS.

2 ASK THEM TO RANK THEIR TOP 3 PROBLEMS.

3 ASK THEM TO IDENTIFY THEIR #1 PROBLEM.

STEP #3:

MAKE THEIR PROBLEMS WORSE.

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WHY ARE EACH OF THESE A PROBLEM?

PROBLEM

WHY IT'S A PROBLEM

2

WHAT'S THE CONSEQUENCE OF IGNORING THE PROBLEM?

PROBLEM

WHY IT'S A PROBLEM

STEP #4:

**USE EDUCATION TO FIX THEIR
PROBLEMS.**

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CREATE A LIST OF EDUCATIONAL IDEAS TO FIX THEIR PROBLEMS.

CONTENT:

FORMAT

STEP #5:

**GIVE REFERRAL PARTNERS AN
INCENTIVE.**

1 LIST INCENTIVE IDEAS FOR REFERRAL PARTNERS.

2 SAVE IDEAS THAT BOOST PRESTIGE OR PROMOTE CUSTOMERS.

3 MAKE A LIST OF THE CUSTOMERS YOU WANT TO APPROACH.

STEP #6:

**ASK REFERRAL PARTNERS TO
HELP.**

1 ASK REFERRAL PARTNERS FOR AN INTRODUCTION.

2 OR, ASK FOR AN INTRODUCTION TO THEIR AUDIENCE.

3 GIVE THEM SEVERAL HARD COPIES OF YOUR EDUCATIONAL PIECE.

NOTES:

STEP #1: FIND YOUR IDEAL CUSTOMER.

Customers aren't created equal. You're not looking for *any ol' customer*. You're looking for the big spenders; the ones you love working with. The ones you love to spend time with.

Getting to know your ideal customer gives you the intel you need to attract more ideal customers.

STEP #2: FIND THEIR PROBLEMS.

Your ideal customers have problems. But one problem trumps all the others. The other problems matter, just not as much as the big one. Talk to them if you want to find the big one.

STEP #3: MAKE THEIR PROBLEMS WORSE.

People are pre-wired for negativity. All of us have a negative bias. In fact, the same people that ignore a positively framed message, tend to respond to a negative one.

Agitating your customer's *understanding* of the problem gets them to act.

STEP #4: USE EDUCATION TO FIX THEIR PROBLEM.

Education is much more effective if you're trying to sell something. It naturally attracts new customers with the same problem. While online education works well, Steve Gordon points out that it's seen as, or expected to be, free.

Hard copies, on the other hand, carry much more weight. They're more effective and more credible. Pocket guides, books, audio books, podcasts, etc. are great ways to start.

STEP #5: GIVE REFERRAL PARTNERS AN INCENTIVE.

Interviewing customers is a great way to get on their radar. But there's all sorts of incentive ideas you can use to provide value to referral partners. You can refer customers first, give them exclusive access to something of value, you can brag about them, etc. Your upfront research gives you a clear idea about what they value.

STEP #6: ASK REFERRAL PARTNERS TO HELP.

If you've done this right, you've done some valuable things for your customers. They're much more open and receptive to giving you referrals.

This is where your educational content comes into play. Instead of having customers stumble around while they pitch your product or service to someone else, just ask them to give or share your educational materials. If you've done your research your educational materials will do the rest.

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