

Marketing Strategy 70: Referrals

In this lesson, we will look at one of the fastest, easiest and most effective ways to double your business virtually overnight.

Many carpet cleaners already use this strategy (badly) without even realising.

But today I want to teach you how to harness its full power, so you can get more clients, better clients and grow your business quicker than ever before.

Before I continue, let me tell you what this strategy is...

Referrals

Yes, referrals are when an existing client sends a new client to your business.

If you are not using this strategy, you are ignoring one of the most powerful ways to increase your profits.

That's because referrals have a number of advantages:

- They reduce your marketing costs because they are less expensive to acquire.
- They want your service more because you were recommended by someone they trust. That means they are much less price-resistant.
- They generally refer more people because someone referred them.
- They are easier to please and less likely to complain.

TODAY'S TASK: How Do You Get Referrals?

1. The first secret to getting referrals is to do a good job for the clients you have.

That means you should:

- Turn up on time
- Finish the job
- Do what you promised
- Look presentable
- Have manners

2. Set up a referral program. In the following lessons, I'll show you how to do that.

3. Start asking your clients for their email address. Email is a very powerful tool for getting referrals because clients just have to hit forward on a pre-written email invitation, offer or message of recommendation to tell friends about your business.

4. Follow up with referred prospects. Any time you are given a name or number, follow up promptly if you want it to turn into a job. Let the prospect know when contacting them that you have 2-3 spots available to give them a free carpet cleaning inspection next week to create a sense of scarcity.

