



# THE ART OF CAUSING REFERRAL CLIENTS



FOR REIKI



This is an art form composed of different human and natural elements which can be practiced.



The most **powerful** form of marketing is referral marketing?



Why do you think this is?



...



If you said because it's something you are already doing then you are spot on!



When people you trust tell you about a good experience or give a tip, you are usually inclined to listen.



300 and 700 marketing messages per day. Per day!

So as a result we have become good at tuning out.





Now I want you to imagine having more Reiki clients.



What would it mean to your business if you have just 3 new clients a week? What about 6 or 7?



If you had more than enough clients what would your next move be?



You already know how very positively your clients can respond to a Reiki treatment. They will want to share this positive experience with others.



**A referral is a natural next step!**



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How you ask for the referral is what makes the difference.



Take a deep breath . . .



I want you to practice asking in your mind.





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Imagine asking a happy client if they would recommend you to others.



How does that feel? Does it feel completely natural.

Can you breath easily everywhere?



**You need to be able to ask with at least 51%  
of you able to happy and free with this.**



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Just 51% you as the majority stakeholder is enough.



Your ability to ask is directly proportional to your ability to receive.



Have you ever found yourself in opposition  
with someone?



Have you ever found yourself in opposition with someone?





Find a way to move so you stand or sit facing the same way together







What this got to do with referrals I hear you ask?



Now after a Reiki treatment you are going to be very together with your client.



And now is the moment for you to invite your client to be together with you in something else.



Invite your client be together with you in thinking up ways to get the word out about your Reiki practice.



Here's how you do it ...



“I would like to get your opinion on something. What do you think I can do to promote awareness of my Reiki practice to others?”



And after you have given an appropriate response to their suggestion, what you do want to do is say the following to your client:



“I have a maximum of two discount vouchers for a treatment which gives 50% discount on a treatment. Would you like 1 of them? Or do you have 2 people you think would really appreciate them?”





“Because this is quite a large discount I am putting this expiry date on there”



You write the name of the client you are giving it to in smaller letters somewhere in the back.



**Say all this exactly as described.**



Your client will feel like they have something of value in the recipient of the voucher.