

The art of causing referral clients.

Notice how I say art here? Not technique or trick? Or even strategy?

And it's causing referrals not getting - there's a difference.

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

More on this later.

The most powerful form of marketing is referral marketing?

Why is this?

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

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

When someone tells you about a movie or about a good restaurant you listen and remember. You trust their opinion.

It's natural. The last time you saw a great movie that impacted you, did you tell people about it? I'm pretty sure you did. We love to share the good stuff, it's human nature.

On the other side on the coin we are getting better and better at filtering out advertising messages.

The current estimate is that we are subjected to between 300 and 700 marketing messages per day. Per day!

So as a result we have become good at tuning out. We instantly recognise generic advertising and part of our brain filters it out so to some extent we don't even see it.

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? Think about for a moment and picture it in your mind.

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

Causing a referral is a natural next step.

Its how you ask for the referral that makes all the difference.

So you do need to be able to ask.

But just ask.

Not sell.

Or beg.

Or manipulate.

None of these things. Just ask.

But ask in the right way.

But just a sec. Take a deep breath and let's back up a moment.

We are going to do a short exercise together . . . I want you to practice asking in your mind.

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

Really.

I'll wait.

Close your eyes. Take a deep breath.

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Really do it right now.

Ask for that referral or recommendation in your mind.

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How does that feel? Does it feel completely natural. Can you breath easily everywhere?

Or do you experience some constriction somewhere?

Is there some part of you not agreeing with you somehow?

What is the feedback you are getting?

Now I don't want to get into any self help stuff right now. But this short exercise can be helpful just to find out if anything is holding you back or restricting you with asking.

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

Yep. Just 51% you as the majority stakeholder is enough.

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

Its actually the same thing.

I'll let that sink in it's an important point.

And here's another one.

Your ability to ask and your ability to receive is the same as your ability to have for gratitude for receiving that which you are asking for.

They are different facets of the same thing. It's the same energy at different points of its flow.

Are you starting to see a little bit why I called this the art of causing client referrals.

Imagine if you will an interrogation room.

Have you ever found yourself in opposition with someone?

Generally it's not fun. Not very productive

I'll give you a good tip. You can try this out next time you have some kind of argument with someone and you would prefer to resolve it.

Find a way to move so you stand or sit facing the same way together. Just sneak it into the conversation, maybe get a book or a file or something and direct your joint attention to that.

Then start to use the word we instead of the word I. Just start some sentences with we, that's it.

This will make a huge difference, I pretty much guarantee that 9 times out of 10 you will slowly come together. In a very natural way.

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

Allow me to explain.

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 this:

After you have finished up with the treatment and you have done all post treatment discussions necessary but before your client puts their coat on to leave you say the following.

“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?”

That's it. Do not add anything.

Just wait for a response.

You are inviting your client to stand with you on what is now a shared goal. Promoting your healing practice.

Now, they may come up with some good ideas. And if they do note them down and see if you can put them into practice.

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?

Say this verbatim. Word for word, really, don't change it in any way.

Now what you do next, whether they take 1 or both vouchers is you get a red marker pen and you write on an expiration date for a maximum of two weeks from that moment and you say “Because this is quite a large discount I am putting this expiry date on there” Also you write the name of the client you are giving it to in smaller letters somewhere in the back. Tell them the recipient can call the number on the voucher to make an appointment.

Again say it exactly as described.

You are creating urgency and scarcity which are both very motivating factors. (For both your client and the recipient of the voucher).

Your client will feel like they have something of value in the recipient of the voucher. (Which of course they do - it’s not a trick I just want you to get an idea of how your client is feeling at this moment). They have something of value to share and they are going to look forward to sharing this high value item with their close friend or relative. They will probably explain that they only got one of these things and - “oh you need to use it soon”.

See how this is a natural exchange?

No selling and no pushing?

This really works. Remember the first question?

Why is referral marketing the most powerful form of marketing?

Its because we all do it, it’s natural and human.

With none of the old school old fashioned pushy tactics being necessary.

Put this to work for you after your next treatment and watch your clients list grow.