



Step 15 Toward Your 6-Figure Business **Your Referral Rewards Program**

The cost of obtaining a new client can be hefty. Having a happy client do your advertising for you is good business. When a happy client tells their friends about the work that they've done with you, it's three times more powerful than if you make the pitch yourself.

Think about how easy it is for you to trust your friends about restaurants, movies or their favorite businesses.

I suggest that every business owner have a simple client referral system. Make it simple to do and worth your client's time and effort to tell their friends about you.

You can print a simple post card or go online and find a simple pattern for a gift certificate. Here's an example of my referral credits post card:



There are dozens of ways to let your clients help you advertise and when they get a direct benefit from doing so, they're more apt to spread the good news about you. My business ran on auto-pilot for a year or more simply because my happy clients were happy to send referrals and receive free sessions with me when their referrals booked their own session!



Things to keep in mind:

1. You may need to teach the client how to promote you. They need to know what to say in a way that feels authentic to them and that gets the message across in a way that motivates their friends to call you.
2. You do need to check with your state and local business laws to be sure that you are in compliance with Better Business Bureau practices on such things. Cash incentives are a no-no unless your business is money based. (*PayPal* used a cash incentive program to reach their initial membership goals!)
3. You could make it a competition. An example is that the person with the most referrals each month gets a reward. You could also offer anything from an autographed book to a hotel stay. What would your client/customer love to have in addition to time with you?
4. Cross Promotions: Do you have a favorite massage therapist or manicurist? Would they be willing to let you purchase a gift certificate that you could offer as a gift or prize? Possibly even at a special reduced rate since you'll be introducing them to a new potential client or customer. Get creative and, of course, invite your favorite service providers to use your gift certificates, too.
5. Seasonal Offerings: Holidays, birthdays, national whatever today is – these are great ways to draw attention to your offerings.