



Quick Tips

7 Ways to Get More Referrals

Full article:

<http://www.marketingforowners.com/7-ways-get-referrals/>

1

Thank You Note

Send your client a **handwritten thank you note** as close as possible to the **delivery date** of your product or service.

Offer 10% or 25% off their next order if they refer a new customer to you. Make the cards easy and simple to tuck into their wallet.

2

Educate Them About Your Product Line And Services

Subtly **educate your customers on your entire product line**, even if they themselves aren't currently in the market for the other goods and services. **They may not be interested, but they may know someone who could be.**

A simple "Did You Know..." sidebar on your website or in your emails can do the trick.

3

Be Specific

Once you have confirmed that they are happy with your business, **send a simple email** that tells them that your business is built on referrals from happy clients. **Ask them to pass your information** onto anyone they know that might benefit from an introduction to your business.

4

Thank You Pages and Signature

Post **subtle signage around your premises**, e.g. a sticker on your front door or a simple sign in your lobby.

Gently remind customers to refer people to you:

- On your website, in an ever present **sidebar**
- On the **thank you/confirmation page** after they purchase
- In your **signature or P.S. of every email** you send out



5 Helpful, Shareable Newsletters

Sending newsletters is a great way to build reference traffic. **Make sure that every customer receives your newsletter** (make sure you get their opt-in permission first, in the fine print.)

Send them such useful, fascinating content that they just won't be able to help themselves when they see your **call to action encouraging them to "Share This With a Friend!"**

6 Free, Fun Events

Creating an **interesting free event month after month** can really give your current clients and customers something to talk about (to their friends.)

7 Create a Networking/Referral Group

The very best way to get a great referral is to give one! So **invite a group of clients and local business owners to lunch** for the sole purpose of getting to know each other well enough to refer people to each other.

Be forthright that **networking and referring business to each other is the intention of the group**. Most importantly – **be willing to actually, truly refer** business to these other businesses.