



# THE ART OF CAUSING REFERRAL CLIENTS





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 well done, you are spot on!



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



We are exposed to between 300 and 700 marketing messages per day!

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



But we are open to referral marketing because it's positive and useful information coming from people we trust.



Now I want you to imagine having more Reiki clients.



What would it mean to your business if you had just 2 new clients a week?



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What about 3 or 4?



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



...



You already know how very positively your clients respond to a Reiki treatment.



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Often they want to share this positive experience with others.



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



So a referral is a natural next step!

It's how you ask for the referral that makes all the difference.



Take a deep breath ...



I want you to practice asking in your mind.



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



...



How does that feel? Does it feel completely natural.

Can you breathe easily everywhere?



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



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But, just 51% of you as the majority stakeholder is enough :-).



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



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Just think about that for a moment . . .



...



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 ...



After the treatment is finished, but before your client puts on their coat to leave ...



You ask them this question:



“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?”



Then after you have given an appropriate response to their suggestion (and they might surprise you with some great ideas), what you 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?”



Wait for your client to respond and then you say this . . .



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



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And then you write it on with a red marker.



Then, after that you write the name of the client you are giving it to in smaller letters somewhere on the back.



Say and do all this exactly as described.



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



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(Which of course they do :-).



You will find that your client is now happy to share your vouchers in a pro-active manner.



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Their experience will be that they are helping you do something good and worthwhile and they are giving their friends and family something of value.



And you will find out that referral clients make some of the best customers :-)



Good luck!

- *Justin Peach*