



THEME: “Referrals are Golden”

TIME: 2 minutes

DATE: October 2014

LOCATION: Catamount Open Space, north slope of Pikes Peak

THE KEY VIEWPOINT: Ideas to nurture your referral network – and even formalize and up-level your referral program to stay top-of-mind with your referring partners

TRANSCRIPT:

We’re enjoying a glorious day in the Pikes Peak Region, including these glorious, golden aspens. Speaking of “golden,” I’ve always believed that referrals are golden. A prospect who is referred to you is much more likely to purchase your product or service.

Here is my question for you: Are you nurturing your referral network?

When you receive a referral, do you dash off a quick email to your referring partner – or do you take time to write a handwritten thank-you note? What about taking them out to lunch occasionally or the surprise bouquet of flowers?

Here’s something to think about: You always want to stay top-of-mind with our prospects and clients – you also want to stay top-of-mind with your referral partners. That’s why you might consider formalizing your referral program.

You can do creative and fun things to say “thank you” to your referring partners, while also staying top-of-mind. For example, Thanksgiving is coming, and you can send creative Thanksgiving cards. When St. Valentine’s Day rolls around, perhaps send chocolate. Think about being creative, think about gratitude, and think about staying top-of-mind with your very important referring partners.

One thing to consider is that you want to be somewhat consistent. For example, a friend and colleague once told me about a situation she encountered with someone she teams with quite often. One year, they sent her a \$100 thank-you gift certificate to a very nice restaurant. The next year, they sent a \$5 gift card to Starbucks. It’s important to be consistent, so you don’t inadvertently hurt someone’s feelings. (Perhaps create a simple spreadsheet to keep track.)

My challenge to you: What can you do to nurture your referral network – and even up-level and formalize your referral program?

Remember, referrals are golden!



Patrice Rhoades-Baum Marketing Consultant & Branding Expert

Patrice “cracked the code” for branding for small business and solopreneurs (professional speakers, corporate consultants, business coaches).

Patrice believes you *must* clarify your brand; it’s the foundation – the launchpad! – to promote and grow your business. Using her laser-focused “Nail Your Brand” approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: new website (including website copy-writing), speaker one-sheet, and stationery package

Backed by 25 years of high-tech corporate marketing...

Patrice has managed big-budget advertising campaigns, direct-mail programs, and tradeshow events. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in *Fortune* magazine. Learn more and get a free “Nail Your Elevator Pitch” worksheet at www.BrandingAndWebsites.com.

Visit “Branding Views” and join the adventure!

From high in the Rocky Mountains to deep in Utah’s canyon country, Patrice delivers sage branding and marketing advice in this ongoing series of 1-minute videos. Bookmark www.BrandingViews.com to see stunning views of the West, Southwest, and Midwest. Enjoy breathtaking views, fresh air, and a fresh perspective!



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