

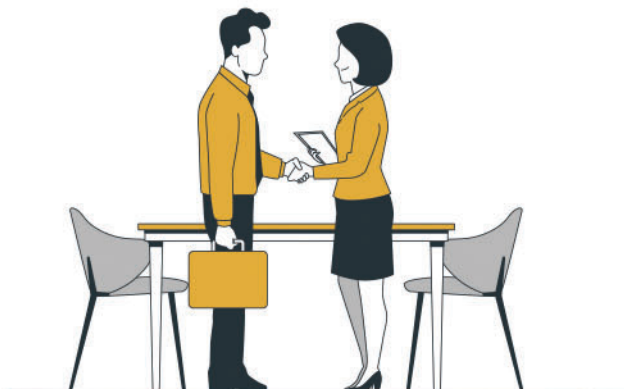
THE REFERRAL ALCHEMY REPORT

How to Transform Your Marketing and
Generate a Lifetime Supply of
Ideal Clients with Ease

Does Everyone Else Know Something You Don't Know?

It feels that way sometimes, right?

You look around and wonder if everybody but you knows a special secret way to get great new clients while barely lifting a finger.



Well, I'm here to tell you that more of your fellow business owners are struggling with their marketing and sales than you might think – and *especially* with referral marketing. They just don't like to admit it!

But don't let that fact push you into giving up hope.

Because I'm also here to tell you that yes, there is a **trick you may be missing... one that will have a dramatic positive impact on your business success once you implement it.**



When you use this approach, you get to enjoy

1

A steady stream of clients (that you don't have to spend a ton of time and effort to bring in)

2

Clients who want the transformation you offer, and are willing and able to pay for it

3

A community of business peers and partners that you can count on to support you with their knowledge, resources, and networks

6

Reliable, sustainable, predictable six-figure income (with ease!)

5

Freedom in all of its entrepreneurial forms: financial freedom, time freedom, location freedom...

4

Virtually unlimited choices and self-determination

Want to know the trick I'm talking about? Great, because I want to show

A RARELY USED (Yet Highly Effective)



CATALYST FOR CLIENT ACQUISITION

The fresh approach to referral marketing that I'm going to share with you in this report is the least-understood and most-overlooked client acquisition method I know of.

It really is the ONE tactic that provides the spark that makes all the others work.



While so many entrepreneurs are putting endless hours of effort into creating lead magnets *and* funnels *and* summits *and* giveaways *and* quizzes *and* challenges *and* livestreams *and* product launches, all with questionable results...

...if they simply invested time and energy into building this specific form of referral marketing mechanism first, then all those other things would be infinitely more likely to produce the outcomes they're really looking for.

So if you want a solid marketing strategy that really WORKS for you, and makes everything else you do work better too – less hit and miss, more consistent progress – there's a surprisingly simple way to get it.



DO YOU AND YOUR BUSINESS NEED THIS?

Here's how to know if the idea I'm about to share with you is the missing piece for your marketing puzzle:



1

You never seem to have quite enough clients.

2

Getting clients is "hit or miss" (and there's definitely too much "miss").

3

You're continually worn out from attending events and meeting with tons of people, hoping to get a referral.

6

You're sick of giving away your services in free coaching sessions, webinars, and workshops that you hoped would create a steady stream of new clients – when in reality, they rarely generate sales.

5

You spend more time looking for clients than you do delivering your products or services.

4

You've invested in every tactic under the sun, but none of them are filling your pipeline (or plumping up your bank balance).

7

When you do find new clients, they aren't willing to pay you what you're really worth.

8

You don't have enough money or expertise to use paid advertising to build your traffic or fill your marketing funnels.

9

You'd love to simply send out an email or a social post, then sit back and watch the sales roll in... but your audience or mailing list isn't big enough yet to make that happen.

11

You're earning enough to pay the bills, but not enough to fund the lifestyle you want.

10

After starting your own business for the freedom, now you're realizing you've traded a day job for an all-day-every-day job.

PERSISTENCE WON'T YIELD RESULTS IF YOU'RE ON THE WRONG TRACK

You definitely don't want to "go get a job," but you still haven't found a magic formula for getting clients on a predictable basis.

In fact, you've started to question if *anything* can really generate decent new clients consistently and frequently enough for you to rely on.



Every month, you look at your pipeline and ask yourself if it's time to admit defeat. And every month, you tell yourself to stick with it because **you know you've got the skills and the smarts to make your business a success... if only you could figure out where to invest your efforts to see a solid payoff.**

Does that resonate with your experience and your current situation?

There's a reason you don't already have the business – and life – you hoped to build when you got into this.

And there's a reason why continuing to do what you've done so far won't get you to where you want to be.

I admire your persistence. But I wince at the thought of business owners putting all of their grit and determination into ineffective tactics!



IT'S NOT YOUR FAULT

It's not like you haven't been working hard to try and make your business grow.



You've approached everyone you know, but no-one has been able to help you find clients.



You've invested in programs and done the work they recommended, but never reaped the promised rewards.



You connect, promote, and refer others, but they don't return the favor.



You go to events and follow the leaders, but see minimal results for the time and money you invest.



You keep plugging away at it, but there are so many people out there doing what you do, it makes standing out in the crowd seem impossible!

You've put in a ton of your time, money, and effort. And yet you've seen lackluster results – sometimes just enough to keep you going, and sometimes no results at all.

Don't feel too bad, though, because you know what?

This situation you're in is not your fault. **You've been misled by the way so many businesspeople and thought leaders talk about networking and marketing.**



Why Typical Referral Marketing YIELDS LACKLUSTER RESULTS

Sales statistics suggest that if you look for clients one by one on your own at networking events, only about 3 out of every 100 people will be interested.



200 people



6 interested



1 new client

And the typical close rate for this type of direct prospecting is about 1 in 5. So if you go to all the effort of direct prospecting with 200 different people and get 6 of them interested, you'd still probably only get ONE new client.

I know you're hoping your clients will love your work, tell people about you, and refer their friends - but although 83% say they will, only 29% actually do!

Even if 29 out of every 100 clients send you a referral, those referrals close at best about half of the time. This gives you better odds than direct prospecting for sure, but it means you'll get perhaps 14 or 15 new clients for every 100 satisfied clients you have...

And that in turn means unless your retention rate is above 85% each year, if you're relying on past or current clients to refer new clients, you'll actually end up going BACKWARDS instead of making progress.



Plus, here's the real kicker: **all of that math assumes you have an effective referral strategy that inspires your clients to refer... which, let's face it, right now you probably don't.**

And asking people who *aren't* your clients to give you referrals at networking events rarely produces results (if ever). If you have to go out asking for them instead of them coming to you, then what you're getting aren't really even referrals - that's still prospecting!

No matter how hard you try, you can't MAKE people hire or refer you. They have to WANT to.

STOP DOING WHAT DOESN'T WORK

So if going out trying to drum up referrals isn't what you should do, then what is?

If you can't make people hire or refer you, how are you going to encourage new clients and new referrals?

The answer is simpler than you might think.



It's all about friendship, collaboration, and community...



...and when you approach your referral marketing from this perspective, you won't have to spend thousands on advertising, waste hours pestering people for introductions, or give away your valuable services for free to attract interested prospects to your business.

So you can stop hunting for clients and referrals as if this were a game of hide-and-seek. And instead, start relaxing into a new, calmer and more confident scenario where the best referrals come to you, week in, week out, because your friends and your community *want* you to have all the clients you need.



Unlock Transformative Results BY BUILDING A REFERRAL NEXUS

Stop going it alone, and start leveraging people power. Your success will come not from seeking referrals one by one, but from building a referral nexus.

What's one of those? It's simple: **a referral nexus is a community of volunteer partners who help you grow your business.**



People who appreciate you, admire your work, and trust you to deliver a great experience are more than willing to give you referrals.

They know that sending new referrals your way actually makes them look good to their followers, for being smart enough and generous enough to connect the people they know with someone who can help them in a specific way (that's you).

“

It's about more than just landing that next client. It's about getting the opportunity to land more income and influence. And really build a community of like-minded people who want to support me, and I can support them... It's all about building the life you want and then making sure your business supports that.

Kimberly Weitkamp

The people you invite into your referral nexus just need to know what type of person to refer to you, and what is the best way to make the referral.

(In case you weren't sure, the type of person you want them to refer is **a potential client that has the problem you solve, is willing to acknowledge it and have a conversation about a solution, AND has the means to invest in a solution.** That's a real quality referral – and I'm willing to bet that most of the referrals you've been getting so far don't match that description!)

EARN 9 TIMES THE REVENUE with less effort



The right strategy – connecting with the right people, at the right time, for the right reasons – lets you win 3x the clients in 1/3 of the time. Seriously.



Statistics from the service industry say you'll likely have to spend at least **48 hours** a month on networking and direct prospecting to get **12 prospects** into sales conversations. And with a **25%** close rate, you'll get **3 new clients** each month.



But if you have 4 referral partners who each refer 3 good prospects a month, you get the same number of prospects (12)... and because they're top-quality referrals, 75% of them become clients. So you get 9 new clients each month instead of 3. **That's THREE TIMES MORE CLIENTS.**



Plus you'll only need to invest about 4 hours a week nurturing and training your referral nexus. So collaborating with your referral partners takes only 16 hours a month of your time instead of the 48 hours you'd spend direct prospecting.

If you get 3 times the clients in only 1/3 of the time, you just gained the capacity to earn 9x the revenue (without working any longer or harder).



After you build your referral nexus, and equip and empower that community to send you **QUALITY** referrals, everything shifts in your favor. So you get plenty of referrals that turn into great new clients. No more wasting time and effort.

Like my client Mary Nunaley, who told me 90% of her new business now comes from her referral nexus. Or Leslie Kluge, who's seen a 20% increase in the exact type of client she wants to work with. Or Maggie Peterson, who has tripled her revenue within a year, and gained four times as many clients.

Most entrepreneurs can only dream of getting those kinds of referrals and close ratios, because they don't know how to find the right referral partners or how to help those referral partners provide quality introductions that lead to income. But with my approach to building your referral nexus, you'll know how



NEW QUESTIONS TO CONSIDER

With a referral nexus filling your sales funnel, you'll be in an ideal position to focus on delivering transformative experiences for your clients and building your business to new heights. Plus you'll race ahead of your competitors, who are still plodding along asking random people at networking events to send new clients their way.

The principle of creating a referral nexus works for everyone who follows it correctly. But the way in which you implement it will be unique to you, because every business is different, and every business owner is different.

Which means you'll have a handful of crucial questions to answer, such as...



The answers to those questions have to be aligned start-to-finish with who you are, who your ideal clients are, and what makes the most sense for your unique business and your ultimate goals.

So I can't just lay out everything you'll need to do right here on this page with a "step one, step two" set of instructions, because it's a nuanced process.

YOUR NEXT STEPS

Although I can't write out a set of instructions for you without knowing a lot more about you and your business, I *can* help you work through the nuances and support you as you implement this idea.

And I'm willing to do that for you. (In fact, empowering entrepreneurs to build and leverage a referral nexus for more impact, income, and freedom is what I do best!)

If you want to make your referral nexus a reality, this report is only the beginning of our journey together...

Join us at our monthly networking event for a chance to expand your network and get answers to some of your biggest business building questions! Register at: www.masterconnectors.com/stayconnected

