



# Local Leads Formula



## Referral Explosion

By Neil Macpherson



# Local Leads Formula



## Introduction

As I stated in the main PDF for this course, nearly 90% of all of my business in offline marketing has been through the use of referrals.

Not only are referrals much easier to deal with overall, but they close almost 100% of the time. Honestly I cannot remember a referral that I didn't close, unless it was a matter of them not being a good fit for my services.

In this guide I'm going to share with you my best tips for getting more referrals. Every single one of these tips has led to me getting more clients.

If you implement them in your own business you will watch you client base explode with minimal effort.

Ok so let's get started...



# Local Leads Formula



## Tip # 1 – Have a Referral Program in Place

This might seem extremely obvious but some people overlook it. It's important that you have a clearly defined and written out referral program.

You can use the one I have provided as a template with this course or you can create your own. Either way it's important that you have one and put it in writing.

Ideally you want to have that document printed out with your logo and contact information on it so that you can pass it out to anybody who can potentially send you leads.

You can either use a flat fee or a percentage. No matter what you do, you want to make sure that it's lucrative enough to motivate people to send you business.

Keep in mind the long term potential you have from each client and don't be afraid to give away a solid amount in order to get the client into your sales funnel.

As you may have read in the main PDF, I personally use a percentage. I use 10% as the standard referral fee and 15% for people who send me business on a regular basis.



# Local Leads Formula



## Tip #2 – Keep Your Eyes Open

What I mean by this is keep your eyes open for the right people. Opportunities will present themselves in your everyday life but you have to know what you're looking for.

Think about this...

Every single person you come in contact with (for the most part) either works for a business or owns a business.

Like I said in the main PDF I have referral sources set up all over the place. A couple examples are a guy I know that works as a semi pro at a golf course, my uncle that sells timeshares, a girl I know that sells B2B telecommunications and a friend of mine who runs a cabling business.

All of these people I identified as being in an ideal position to send me some business so I took the time to explain what I do, the benefits to them for sending me business and the procedure for doing so.

Look for people like this, people who are in a position to come in contact with a lot of business owners on a regular basis. Arm them with the right information and motivate them to send you some referrals.



# Local Leads Formula



## **Tip #3 – Pay Your Referrers in Person, In Cash, Immediately**

Of course this will not always be possible but when it is, do it. I know that it may seem a bit trivial but it actually has a great effect on their willingness to send you more business.

What it does is solidify you in their minds as a reliable person and it really gets them motivated to do more for you. It also makes it more real to them, rather than just hot air. Nothing beats cash in hand.

It will show them the potential if they bring you more people.

You don't have to say anything about it really. People will naturally start thinking on their own, you just have to plant the seed (money).

If they send you somebody and immediately you drop by and deliver them \$200 in cash or whatever the amount is...They will begin to reason on their own how much they could make if they brought you five more people.

You don't have to do that for them, just let them reach those conclusions on their own.

Just remember, nothing speaks louder than cash in hand.



# Local Leads Formula



## Tip #4 – Tap into Existing Networks of Businesses

There are a lot of ways to do this...

This entire method is predicated on this concept but it isn't limited to just tapping other service based businesses client bases.

In certain industries such as chiropractic, dental, medical, etc there are a TON of moving parts, vendors and so forth. Many of them have established “buying groups” that you can tap into for the right price or discounted offer.

There are also tradeshows where all the different vendors display their various products for the industry professionals to check out. You can easily find these by reading industry publications etc.

Once you land a client in a certain niche, ask them what the lay of the land is, find out about any monthly meetings and see if you can attend or even speak.

There is no better way to land clients fast than to get yourself in front of many business owners at once. Seek out these type of events and find your way into them.



# Local Leads Formula



## Tip #5 – The Plus One Method

I mentioned this in the main PDF as well but it certainly has merit here. This method alone can explode your client base faster than celebrity news goes viral on twitter.

Your absolute best source of referrals will be your existing clients, providing you do good work.

The line is super easy...

“Hey Bob, I could really use some more business, do you know anybody else that could use my services?”

If they like you, which they should by now or you haven't done something right, they will be happy to help you out.

It's all about building a solid relationship with people so that they gladly send you more business. If they like you then they will want to see you and your business succeed, use this to your advantage.

For every client you get, you should aim to get at least one good referral from them. If you implement this consistently you will have no problem finding more work.



# Local Leads Formula



## Tip #6 – Get the Word Out

It's important that you be an advocate for your business all the time. Make it your mission to spread the word about your business at every opportunity.

Really in your everyday life these opportunities are rampant. Every time you meet a new person, what is the first thing they ask you?...What do you do?

Right? It's too easy really. These days I have that conversation down to a science. I actually set the line up by simply asking them what they do, and 10 times out of 10 they ask the question back.

Make sure you have your elevator pitch down so that you can get the word out quick without being pushy or talking too much about it. Make sure you focus on the front end offers that you sell, especially web design.

The more people that know about you and have your card, them more opportunity you have for referrals. When people are looking to get a website built the first thing they are going to do is ask their friends and family...do you know a web person? Be that person.



# Local Leads Formula



## Tip #7 – Put Yourself in the Right Position

What I mean by this is find circumstance that are likely to lead to referrals. Put yourself around the right people and in the right places.

Be social. I mean that. Get off your computer, out of your house and go meet some new people. Look at it like the more people you come in contact with, the better your chances of getting referrals.

Use [meetup.com](https://www.meetup.com) to hit up networking events in your local area. I often attend entrepreneur meetups in my local area and they have been great for me.

I know a lot of people are afraid of networking but it is truly one of the easiest ways to pick up new connections and business.

Really a lot of them are pretty laid back. I've attended events at local bars and breweries, even a club downtown. Look for meetings that suit you and what you're comfortable with, as that's where you are likely to find like minded people who will help you out.



# Local Leads Formula



## Tip #8 – Work your way through the entire local niche

Once you have your foot in the door with a business you can work your way through that entire local niche without ever working for the competition.

Within any niche there are a variety of businesses that work together. For example if you were working for a restaurant they have suppliers, possibly companies they cater for and then also their customers.

There is a lot of opportunity to expand yourself throughout a niche by just figuring out the moving parts within that niche and getting NAMES.

It's extremely important to get names. Once you have that first business owner that trusts you and would be glad to help you out, use them to get the lay of the land.

Ask them questions, they will love to share their knowledge with you and they know all the key players. Ask for names.

Once you have a name, it's very easy to go to that person and use the natural connection you already have. Name drop if you have to, but do so with caution and permission if you can.



# Local Leads Formula



## Tip #9 – Do Great Work

This is a really simple yet extremely powerful concept. What I mean by this is have killer design and over deliver like crazy.

If you do standout, top notch work for somebody, they will not be able to refrain from telling everybody they know about the great work you did.

This works especially well with killer design. If you build somebody an amazing website at a great price, they will be dying to show their friends their awesome new site. That's exposure for doing nothing but delivering great work.

As the saying goes, birds of a feather flock together. That means that business owners and entrepreneurs hang out with other business owners and entrepreneurs.

If you build them an awesome website, they are going to show their business owner friends. What do you think the first question out of their mouth is going to be?

“Man that's awesome, who did that for you?”

Bingo.

Great work and killer customer service leads to more business.



# Local Leads Formula



## Tip #10 – Ask and You Shall Receive

It's really that simple. Ask for new leads and referrals, and you will get them. If you don't ask, you'll never get referrals. Don't be afraid to put yourself out there, worst case they say no and you move on...most likely that's not the case though.

Just as important as asking for referrals, is just asking questions all the time. People LOVE to talk about themselves and their business, so let them.

Asking questions not only makes you seem interested in them and what they have to say, it gives you valuable information that you can use to gain referrals and make more money.

The value you gain for information obtained early in the relationship is vital for success. Ask questions and observe reactions and responses. All you are doing is building relationships and gaining ammo at the same time.

This is the easiest yet most powerful thing you can do.