

10 SUREFIRE STRATEGIES TO **GET REFERRALS NOW**



LESLI BITEL, MBA, RDN, LDN
BIZ COACH FOR RDNS & HEALTH PROFESSIONALS

CONGRATULATIONS

... on downloading this free report on how to get consistent referrals of high-paying clients for your profitable nutrition practice. Just the fact that you've done so means that you are a go-getter, someone who takes your business seriously. It also means that you're willing to do things differently, to learn what you may not know, to be open to new ideas and strategies that can catapult your success! Well, you'll find them here...

This report is going to share with you the best secrets and strategies for getting others to passionately refer your services – not only current and prior clients, but others who know of your work, too. It will tell you the ins and outs of when to ask for referrals, how to ask, and what materials to provide. It will share the critical keys so that people follow through, and their “referred friends” actually reach out and call you!



Why should you listen to me? I am an RDN, LDN, MBA, and a successful business coach and mentor specializing in nutrition-oriented practices who has a business that earns multiple 6-figures annually. I'm in my 10th year in this role, and through trial and error, plus the mentorship of several excellent coaches and trainers of my own, I have learned the strategies and techniques to work “smarter,” not harder.

I have consistent, high-paying clients, I often carry a waiting list, and I have the ample time and flexibility to attend to my greatest priorities (marriage, kids, health, hobbies, etc.). Not that life isn't sometimes quite a handful to juggle, but I do believe that I really do “have it all,” and I feel deep gratitude every day.

I share this because I want you to know that you can have this too. You can be a 6- figure earner as a Wellness Professional and still have your nutrition business fit into the lifestyle you've always dreamed of. In fact, the more successful that you get, the more you'll see yourself earning more and more income in less and less time... and impacting more people – changing more lives -- than ever before. I'm living proof!

You'll get the most out of this report if you keep an open mind and stay willing to “try on” new ideas and strategies. Referrals are the BEST way to get clients above all else. Some of the suggestions may be new to you, some not. But these approaches have formed the foundation of my own business success, and that of many, many other Dietitians, Nutritionists, and Integrative Functional Experts that I've coached, so I share them with you now.

Cheers to your success!

Lesli

Lesli Bitel
MBA, RDN, LDN

#1: ASK EARLY

It's smart to ask for referrals from a client pretty early in the process of working together -- when they're very inspired about having made the decision to hire you, and are experiencing some initial exciting results. This is when current clients are most apt to sing your praises to others, when they're riding on this initial enthusiasm! This isn't to say that clients won't refer you later in the process, or even after they are no longer current clients with you, but at that point the initial honeymoon period is over. Earlier, when clients are beginning to see nice "wins" is when they seem most impassioned to spread the word.

#2: BE SPECIFIC IN YOUR REQUESTS

When you ask others to send referrals your way, nothing is worse than a "generic" description of what you're looking for. Instead, be very specific about the kinds of people you work with, and why you are so well suited to help them.

For example, *"Jane, I wonder if you know any other successful women also pulled in many directions, as you are, who are also suffering from fatigue, ill digestion, and an overall lack of energy? It's so common. Would you be willing to think of 1-2 people who might fit that description? I'd really love to talk to them to see how I can help."*

You'll also notice that the request was specific, phrased as *"Would you be willing to think of 1-2 women"* rather than *"Hey, if you ever happen to know of anyone I could help, please send them my way"* (which never garners a response!).

#3: FOCUS ON THE BENEFITS AND OUTCOMES

You don't want it to feel like you're asking someone to do you a favor in referring you. Instead, you want to make sure you're focusing on how they would be the hero to their friend or colleague who is suffering from health or wellness challenges. Be sure to focus on the specific outcomes and results that are so life-changing that your work creates for people, and that you're passionate to help others achieve these outcomes. Stay focused on your "why" and enroll your clients, friends, or acquaintances in the idea that they would be giving their referral a valuable gift – a way out of their current struggles (!) – by facilitating an introduction with you.



#4: PROVIDE EASY PRE-WRITTEN MARKETING MATERIALS



Never, ever leave it in the hands of your clients, friends, or acquaintances to use their own language or description when talking about you to others – they'll likely do a poor, rambling job of trying to describe you. After all, who knows best what you do and how to express it compellingly more than you?

Instead, give them a pre-written description or bio summarizing your miraculous work that they can email to others, or a short script they can use verbally, or even postcards (or similar) they can pass along that detail -- in strategic and influential language -- the expertise you have and the problems you solve. This way, you are controlling how you are portrayed!

#5: COLLECT LOTS OF CASE STUDIES AND TESTIMONIALS

If someone seems to be dragging their heels in referring you outright (which happens sometimes depending on people's personalities), another strong way to utilize their influence is to have them write a testimonial and/or for you to feature a case study of your work together. Many potential clients considering your services will look at your prior successes to evaluate if they want to move forward. Even if someone refers you, their friend will likely look at your website before deciding to call. This way you have lots of social proof from happy clients to help encourage others to take the leap.



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#6: PROVIDE APPROPRIATE REWARDS OR INCENTIVES FOR REFERRALS

It's customary in many service-oriented professions to provide some kind of referral "Thank You" to those who send you clients. This can be in the form of a monetary thank you gift (referral fee), a donation to a charity in their name, a restaurant gift card, additional services for them from you at no charge, etc. – whatever might feel appropriate to you.

People get busy with their own lives. Plain and simple, it's human nature to get more referrals when there's something in it for the person referring – it helps them remember to prioritize sending folks your way. In order to not come off the "wrong" way, you can phrase this as something like:

"Dave, it's customary in my industry that when other colleagues or practitioners send a new client my way, I send them a small referral "thank you" of _____.

If you are kind enough to refer anyone you feel I could help, I'd certainly be consistent in doing the same for you. That's just my policy of saying I appreciate your generosity in creating such a helpful introduction, such a nice win-win."

As a note, you would only send a referral fee, gift, or other reward when their referred party does sign up to work with you. (If the person they refer simply pursues an initial conversation but doesn't say yes at this time, at least send a thank you note to the contact).

#7: MAKE REFERRALS PART OF THE INITIAL CONVERSATION

One thing you can do front the start is reference referrals from the very beginning – a sort of planting the seed kind of thing. You might say "Lisa, as you can imagine my business truly thrives on referrals. *I don't advertise or anything like that. May I ask, if you achieve the results you're intending and are extremely happy with my services, would you be willing to tell others about it?"*

This way the conversation has been broached earlier, and when it's time to give your client a nudge about this, it will already be familiar and something they knew to expect from the start.



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MBA, RDN, LDN

#8: FOCUS ON YOUR BEST CLIENTS

One mistake practitioners make is asking all of their clients to please refer others – kind of a scattershot approach. Instead, focus on your best clients – the ones who have achieved the most results, and especially, the ones whom you have the best relationships with (as you know, we all feel a closer kinship to some clients more than others). Be honest with these people that you're able to stay in business – and help others achieve the same results they came to you for – by their generous referrals. Again, make the request specific and heartfelt, and provide them those pre-written materials!

#9: OFFER EXCEPTIONAL SERVICE



This one may seem like a no-brainer, but it really isn't. Treating your clients with the best possible care, giving them an exemplary experience, counts most of all! Of course people are more likely to agree to shout your praises from the rooftops when they feel confident that the friends they might refer will also have an exceptional experience. And in addition, their amazing results will “speak for themselves,” meaning that others in your clients' lives will often notice the health and wellness outcomes their friend is clearly experiencing, and ask about it!

#10: PARTNER WITH OTHERS

It's often overlooked how many other kinds of service providers work with your same ideal target clients, but in a different way. How wonderful it is to set up referral relationships back and forth. Just as an example, a therapist can be a great referral partner. When their client is suffering from health issues, which is not what the therapist specializes in, they can send them your way. Alternately, when you have a wellness client who is clearly experiencing emotional challenges, you can refer them to your therapist friend. Look around and reach out to other professionals whom you might have a reciprocal relationship with – it's a win-win for both of you!

And here is one last **BONUS STRATEGY** you mustn't forget!



DON'T FORGET TO ASK!

Yep, don't be shy about this. Remember, your clients, friends, and acquaintances are very busy and preoccupied with their own lives, as we all are. It's not typical that they would remember "randomly" to refer you, you must make the specific request! People are usually very happy to help as long as we make it easy and prompt them about it!

DIETITIANS AND NUTRITIONISTS: WANT TO KNOW THE STEPS TO BUILD A PROFITABLE, LUCRATIVE PRACTICE WITH A FULL LOAD OF HAPPY, HIGH-PAYING CLIENTS?

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February 12, 2020, at 5pm PT, 6pm MT, 7pm CT, 8pm ET

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- 10 Client Attraction Strategies Relevant Now, Both Local And Online
- The Psychology Of Why People Buy - And What You Must Do To Get That "Yes!"
- The Single Business Strategy That Accounts For Over 25% Of My Income
- The Key Steps To Leveraged (Group) And Passive Income
- And More!

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Lesli Bitel
MBA, RDN, LDN

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