Happy clients, but they don't refer us

Five places to look, and how to choose where to start

Happy clients will usually say so if asked. Most are never asked, and happiness on its own does not travel very far.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Ask at the right moment. You ask, if at all, when the project ends and everyone has moved on.			
2. Be clear who you want to meet. If a client asked who to introduce you to, you would hesitate.			
3. Make it easy to pass you on. There is nothing short a client could forward.			
4. Thank people, and tell them what happened. People who introduce you never hear how it went.			
5. Build partners who refer regularly. Introductions come only from clients, and rarely.			

An example

A training company's clients often praised its work, but referrals were rare. It began asking at the moment a client said thank you, and named the kind of business it wanted to meet. Introductions became regular rather than lucky.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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