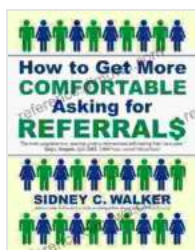


# How To Get More Comfortable Asking For Referrals

Referrals are one of the most valuable ways to grow your business. They're free, they're targeted, and they're more likely to convert into paying customers than leads from other sources.



## How to Get More Comfortable Asking for Referrals

by Sidney C. Walker

★★★★☆ 4.8 out of 5

Language	: English
File size	: 1879 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 117 pages
Lending	: Enabled
Paperback	: 164 pages
Item Weight	: 1.09 pounds
Dimensions	: 5.67 x 1.14 x 8.39 inches
X-Ray for textbooks	: Enabled



But for many people, asking for referrals is uncomfortable. They don't want to feel like they're begging or being pushy.

If you're not comfortable asking for referrals, you're not alone. But it's a key part of growing your business. This article will help you get more comfortable asking for referrals and provide you with tips and scripts to help you get started.

## Why you should get comfortable asking for referrals

There are many reasons why you should get comfortable asking for referrals. Here are a few of the most important:

- **Referrals are free.** Unlike other forms of marketing, such as advertising or direct mail, referrals don't cost you anything.
- **Referrals are targeted.** When someone refers you to a friend or colleague, they're essentially saying that they trust you and believe that you can help them. This means that referrals are more likely to convert into paying customers than leads from other sources.
- **Referrals are more likely to close.** According to a study by the National Sales Executive Association, referrals are 4 times more likely to close than cold leads.

## How to get more comfortable asking for referrals

If you're not comfortable asking for referrals, don't worry. You're not alone. But it's a key part of growing your business. Here are a few tips to help you get more comfortable:

- **Start by asking people you know and trust.** This could be your friends, family, or colleagues. When you ask people you know and trust, you're less likely to feel like you're begging or being pushy.
- **Be specific about what you're asking for.** Don't just ask for a referral. Instead, be specific about the type of person you're looking for. For example, you could say, "I'm looking for referrals for potential clients who are in the market for a new website."

- **Offer something in return.** When you ask for a referral, be prepared to offer something in return. This could be a discount on your services, a free consultation, or a gift card.
- **Practice, practice, practice.** The more you practice asking for referrals, the more comfortable you'll become. Role-play with a friend or colleague, or practice in front of a mirror.

Getting comfortable asking for referrals takes time and effort. But it's worth it. Referrals are one of the most valuable ways to grow your business.

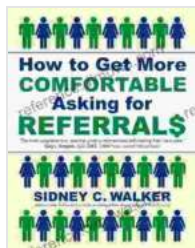
### **Scripts for asking for referrals**

Here are a few scripts that you can use to ask for referrals:

- **"I've been really happy with the results I've gotten from working with [your company]. Would you be willing to refer me to anyone you know who could benefit from [your services]?"**
- **"I'm looking for referrals for potential clients who are in the market for a new website. Do you know anyone who might be interested?"**
- **"I'm offering a free consultation to anyone who refers me a new client. If you know anyone who could benefit from [your services], please let me know."**

Remember, the key to getting comfortable asking for referrals is to be sincere and genuine. People are more likely to refer you to their friends and colleagues if they believe that you're genuinely trying to help them.

So get out there and start asking for referrals. You may be surprised at how many people are willing to help you grow your business.

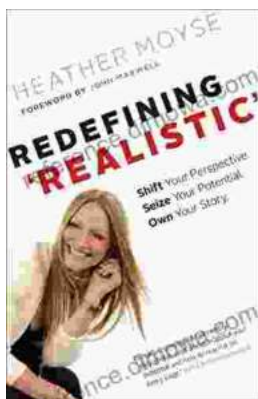


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