

Energy Medicine Practice™

What Works

How to Build Your Client Base Through Referrals -- with Best Pricing



By Julie M. Wright

It is the beginning of a new year. What dreams do you have for your Healing Practice? Have you ever wondered ---

-- How do you grow your practice in the most cost-effective way that aligns with your heart centered values and principles?

As you review the past year and you look forward to focusing on improvements you would like to make - consider the following:

- Are you tired of offering free sessions to potential clients and then not see them return as paying clients?
- Is your retention rate low?
- Have you ever wondered why more people are not aware that your business exists?
- Are you tired of chasing the latest 'shiny new marketing object'?
- How DO you approach the hospital and medical offices to begin offering classes on energy healing?

Building a Referral Culture Business Model

If you have asked yourself any of these questions and are writing your New Year's business plan, consider adopting what I call the "**Referral Culture Business Model**". My clients' businesses (and my own, including my healing practice) thrive under this system. Here are some of the reasons why this model is important.

Why You Should Choose a Referral Based Practice

1. **Referrals are Free** - If you are just starting your practice or are a seasoned practitioner - referrals cost you nothing. In this economy, who can pass up getting clients that cost nothing.
2. **Low-Tech/High Results** – Did you know that you do not need a website or social media to build a referral based practice? While these media can supplement your marketing efforts, they are not required in setting up a Referral Based Culture. This means you can FOCUS on Referral building strategies, instead of spending money and hours learning the 'shiny new object'.
3. **Higher Income** - Professionals who actively seek and convert referrals earn four to five times more income than those who do not!
4. **Higher conversions** - Referral-based businesses convert leads into clients more than 70 percent of the time!
5. **Higher Client Retention** – Because referrals come from a referral source who has thought your services are exceptional enough to share their experience with others, the referred person comes pre-disposed to thinking that you will provide them with a great experience, too.

6. **They remain clients longer** - Until you do something to disappoint them. To avoid any let down or disappointment, be sure to have systems in place that manages their expectations. Set up systems to create and reinforce a consistent, reliable positive experience.

Be aware that -- Eighty-five percent of all businesses and professionals do not generate enough quality referrals!

Starting From Scratch

Deb was a coaching client who had moved from Atlanta to Minneapolis where she was starting over, both professionally and personally. Choosing to move closer to family, Deb had been a successful partner in a professional healing practice. But this move would mean that she would have to build a practice from scratch - and with four teenagers to support, failure was not an option.

Our coaching call that day was focused on her Building a Referral-Based Practice. Previously, our coaching sessions had her working on mastering other Energy Medicine Practice fundamentals, such as:

1. Getting grounded
2. Setting Her Intention (business and personal)
3. Getting Clear about her business-life goals
4. Mastering her Mindset about Money (and the Energy of Money)

Using principles of Energy, this holistic approach to business is especially effective and gets results quickly, all while keeping you heart-centered and in the flow of helping others with their health.

"Julie, I moved into my new home here in Apple Valley, Minnesota last weekend. But now I am really anxious. How am I to find new clients in a city where I do not know anyone?" she asked.

"Let me ask you something, Deb. Did you buy your home through a realtor?" I asked.

"Yes, and she was great. She found me the very best home I could want."

"How did you find her?" I replied.

"Well, when I learned that I would be moving to Minneapolis, I asked my family if they knew of anyone in the twin cities who sold real estate. My father knew a few bankers, who referred me to this realtor."

"I see - so you met Jane, your realtor, based off a referral, even though you were located in Atlanta at the time?" I asked.

"Yes! I think I know where you are headed. I could build my practice based on referrals, too! But where do I start?" she wondered.

Referral Marketing Strategy #1: It Starts with One 'A' Client

I asked Deb whether she was pleased with Jane her realtor, and if she felt she was a top-performing realtor. Deb related all the awards Jane had won and the fact that she was VERY connected in the community, spent money on self-care, and was financially well off.

"Would you like Jane as a client? More importantly, would you rank her as a top client - an "A" client?" I asked.

"Definitely!" Deb said. "If I could get Jane as a client, perhaps she could refer me to others in her circle. But how do I get her as a client? She does not know me, my services, and whether or not I am any good."

I could see Deb's confidence begin to waiver - as the seeds of doubt began to take root.

Referral Marketing Strategy #2: Complimentary Businesses

I shared with Deb the idea of Complimentary Businesses. A Complimentary Business is one that serves the same target market as your business, but is not a direct competitor. Complimentary businesses in Deb's target market were women professionals such as accountants, bankers, lawyers, business owners, even realtors.

"Deb, could you approach Jane, now that you have a business relationship with her and the timing seems right, since she just

received a nice commission from the purchase of your home? Would you ask her to mail an Introductory letter to some of her clients mentioning your business and recommending your services? In return, you could promise to pay her a percentage of the new fees that you obtain through the mailing (or offer to give the money to her favorite charity in her name if her professional standards prohibit the receipt of money).

And Deb, don't be stingy here. While you may need to offer 25% or more of the first time fee you get, the real value comes from retaining these clients for future business."

Deb was ecstatic. *"I'll approach Jane about my services and perhaps I could even throw in an extra session as an incentive? If she likes what I do for her, which I know she will, I will ask her about doing the mailing to help grow my business."*

A few weeks later, during our next coaching call, I asked Deb for an update.

Referral Marketing Strategy #3: Timing is Everything

"You won't believe it!" Deb said. "Jane had her first two sessions and was so excited after the session she said, 'Everyone needs this'. I followed your Pricing Strategy—she even opted for my highest priced offer."

"Furthermore, the timing was perfect for approaching her about referrals. She was most excited right after the session. This is when I asked her if she would send a letter to her clients on my behalf. She said, 'Absolutely', and when I said I would like to compensate her for the kind introduction, she really came alive."

Referral Marketing Strategy #4: Using Your Avatar to Screen, Sift and Sort

Avatars are the representation of your Ideal Client. I taught Deb how to create Avatars for her business so she could know who it was she wanted to attract as clients for her practice.

To learn how to create Avatars in your Referral Practice, [click here](#) for the Next Business Mastery Workshop.

Deb continued telling me what happened with Jane...

"The next day, I wrote the letter for Jane, which she then printed on her business letterhead. We sent them to over 316 of her best clients over four weeks. Can you believe it? I shared with Jane my Avatar, just like you taught me and it worked so well. Jane did the screening, sifting and sorting through her list of over 1700 contacts. I could not believe how smoothly it went – just as you said it would."

Taking Baby Steps - A Referral Culture System Working

Here were Deb's results from those first tiny baby steps --

"The first week, I had over 37 responses, the second week – 42 more. Over 79 total leads in the two weeks following the first mailing. Over 70% of them booked their first appointment when I called and mentioned Jane's name and letter. Wow, if I had only known about this strategy years ago. I can imagine what my practice in Atlanta would have been like!" Deb said. "And my retention rate is over 90% using your other strategies and blueprints! This Referral Culture System is like an ATM machine. And the best part—it's free! Now I have money to do even more strategies that will generate leads."

Deb was once again on her way to building a successful practice. By setting the intention to build a Referral-Based Practice, she took baby steps and followed the proven Referral Culture Model.

Recap Checklist:

1. Use the Energy Medicine Practice® Principles to Get Clear, Set your Intentions, Get Grounded, and Vision Your Ideal Business as if it is already happening. (Module 1 – Getting Clear)
2. Make sure you have replaced limiting money beliefs with empowering beliefs (See Module 2: Mastering the Energy of Money)
3. Set your intention of Building a Referral Culture. (Module 3 – Referral Culture)
4. Go within – find one "A" client from within your private

practice, then duplicate. You have more control over the variables that influence the outcome, rather than going outside (doctors, hospitals, and other health care providers).

5. Use strategies such as Complimentary Business Marketing to collaborate with your “A client” in finding more “A clients”: Learn and Use the Avatar Method.
6. Timing is Everything when asking for referrals. Learn the best time for your practice to softly approach the subject. Build the Referral Culture into all your publications and visual marketing.
7. Thank your referral source promptly, and reciprocate and share (fees, etc, if allowed).

Remember -- if you would like more Referral and Pricing strategies, get on the early-bird list for the next EnergyMedicinePractice Business Mastery Series (Module 4 – “Pricing, Packaging, and Promotion – Part I” and a replay of Module 3

– “Developing a Referral Culture”). [Click here](#) for more information regarding Pricing and Referral Strategies That Work!

Coming soon in Energy Magazine -

“The Art of Setting Prices: Getting Paid What Your Services Are Worth”

About the author:

Julie M. Wright, Business Coach and Energy Medicine Business Owner is a popular workshop presenter for Healing Touch Program and Energy Medicine practitioners. Her Business Mastery™ Series and sessions at HTP’s world conferences have received rave reviews. If you would like to increase and grow your business this coming year, join others in the HT community who now make Business Mastery – What Works™ Series a regular part of their education. [Click here](#) for more information.

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