

## How to Create Referral Magic

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One of the biggest benefits to any small business is to build a solid referral system and one of the best ways to develop a continuous stream of referrals is through networking.

However, it's a common mindset mistake that simply attending a networking event brings new business the following day. Expecting to land business the first time you meet someone is like asking someone to marry you on the first date.

The magic really happens when you have a way (or system) to follow up. Here's a really simple system that only takes just minutes to implement:

1. Keep a supply of note cards in your car with stamps on the envelopes.
2. Before you leave a networking event, write a short note "it was a pleasure to meet you at the Chamber meeting" and drop the note in the mail. Your note doesn't have to be long to be effective.
3. Connect with them on social media. This is now two additional touch points after meeting them, helping cultivate the new relationship.

Remember to write a short thank you note to those people who referred business to you. It's often forgotten, but a highly-regarded gesture that is sure to leave a good impression.

When you follow up, you will multiply your networks many times over and jump start the referrals coming your way.

Lisa Mininni is the best-selling author of *Me, Myself, and Why? The Secrets to Navigating Change* and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System, which shows business owners how to automatically bring in pre-qualified prospects and turn them into invested clients 98% of the time. For her brand new eBook, *Get More Clients Now! 3 Steps to More Clients, More Money, and A Business You Love*, visit <http://www.freebusinessplanformat.com>