

Have You Heard of Me?

The Power of Referrals When Growing Your Business

Cassandra Gildert

September 5, 2021

I've been writing since I learned how. I started with simple poems and short stories. I then moved on to more elaborate poetry, and when I was in high school, I helped found the school newspaper. We were a small school, and I wrote about 75 percent of the articles. I had teachers tell me I should be a journalist someday. Other students would comment on my articles and tell me they enjoyed reading them. I would just smile, say, "thank you," and move on. I wanted badly to be in my school's gifted and talented program for aspiring writers. There were several adults I could have asked, but I didn't dare to. I missed out on a potential life-changing opportunity because I was afraid to ask for referrals. This type of referral is small in scale compared to what referrals can do for a business, but it is the same idea. Referrals can change your business, grow sales, and help gain valuable customers.

The Power of Referrals

[Studies show](#) that referrals are the best way to help grow a business, and [65 percent of new customers](#) come from referrals. Many businesses, however, don't take advantage of referrals as much as they should. Digital marketing, fancy brochures, and social media pages are all great ways to get the word out but creating an environment where other humans are talking about your business can't be beat.

Referrals Come From Trusted Individuals

Referrals typically come from people you know. Most friends will not refer you to a product that they hated. People rave about products that they enjoy and are passionate about. Think about it. Would you go to a restaurant if your best friend told you the food took two hours to reach the table, the steak was under-cooked, and the potatoes were cold? Probably not. Positive referrals can work in the same way. Most people are going to be interested in a product if someone they trust refers them to it.

[Social Media Referrals](#)

With the rise of social media comes easier ways to get referrals. Facebook allows individuals to ask for referrals on their platform. People search for referrals for all sorts of things, from a hairdresser to a home contractor. For these types of businesses, it will work best to focus on local referrals. For companies that service an extended area, however, they can ask for referrals from

individuals regardless of where they are from. Because so many people live on social media, these types of referrals are likely to reach a wide audience.

Don't Forget to Ask!

Going back to my previous story, the key to great referrals is asking for them! Most people won't take the time to share your post or write a referral without being prompted. They might tell their closest friends, but to get referrals on a larger scale, you may need to ask. It seems very simple but asking for that referral is a step businesses often forget. Make it easy for someone to refer you or give a great review. Take the work out of it for the person making the referral. This is probably the most important part in gaining referrals and one that can improve your business in the long run.