

How to Generate Referrals Consistently

Well, today is a wild party. What's up, Anthony? What's up, Anthony?

How you been? Good. How are doing?

I'm doing good.

All the way around, doing good, man. Yeah.

Where do you live? You in New York?

No.

I I lived in New York City for thirteen years, and then I'd sold this little company, and I got this intuition to get a bus and travel around the country for a few years. I mean, I mentioned this to you.

And then Oh, no.

You you brought the bus to my house.

Brought the bus to your house.

And, actually, when we were at that eclipse festival, which was literally, like, two years ago to the day Yes.

I if you remember at midnight, I was like, I gotta follow the weather. I gotta go to Hot Springs, Arkansas.

Oh, yeah.

Right? And so I left.

That's right.

I I met my fiancée my now fiancée at hot in Hot Springs, Arkansas the next day after seeing you guys there.

And she right. I remember that.

She redomesticated me here in Kansas City. She's in orthopedic surgery here, so I've been spending most of my time here with her.

And Amazing.

So you're in Kansas City?

Kansas City, center of the center of the country.

Yeah. Amazing. And how's the bus?

The bus is great. Yeah. The bus is it it gets a lot less use and annoying now. It's it's but it's still still here.

I'm reinstalling the flamethrower. Think I showed you the flamethrower in the front. There's a big metal cow skull that breathes fire. It's, like, you know, inspired from Burning Man.

Sounds perfectly safe.

Yes. It's it's pretty good. Yeah.

Wild. Well, that's really great to hear, man.

Yeah. It's funny. It was it was tough to leave you guys behind. I mean, Annie said it's all gonna work out, but then it kinda did work out. I mean, the clouds parted for you guys, and you were able to see the eclipse, which I think was actually a pretty common experience. And I didn't realize this, but that shadow of the moon creates this cold front.

And I think it actually creates this temporary uplift Oh, that's interesting.

Caused it to hap my dad was like, it looked like someone just took their finger and drug it across the country and part of the cloud server bed because they already did some things. That too.

Yeah. That is absolutely wild. That's amazing.

Let's see. Yeah. Like, three ideas are coming into my brain. But have you taken the bus to Burning Man? I assume you have.

I did take it I did take it took it once in, like like, the first year that I had it or something. It felt like it wanted to go out there.

Yeah.

Got it.

And I I was at Soundgarden, which was right right I think right next to Camp Mystic.

I'm thinking of bringing it bringing it back this year. I I've been speaking to my friend Christopher, who is a coaching client who runs Camp Playa Alchemist.

Oh, yeah.

And we were we were looking to Christopher's a friend of mine too.

Oh, okay. Great. Yeah. Yeah. Yeah. Amazing. Each other.

My my mentor that taught me to do the breath holding underwater has this really gorgeous act that he does inside the thing with dancing and all the all this stuff. And he'd like to do it publicly, and so we were looking for a venue to do that. We were talking about Christopher because he cofounded that with a Cirque du Soleil guy, and my mentor is a former Cirque du Soleil soloist. And so he wants to perform at a Burning Man and and set a world record for thirty minutes in his tank and bring all that stuff out there.

So I'm I'm help trying to help him find a venue to be able to do that.

Maybe Mystic, if if not Wild. So That is fascinating.

I think you would really appreciate the breath holding stuff. Yep. It's it's just so peaceful. It's hard to describe it. It's a spiritual psychedelic experience of just being kinda back in the womb with no using your lungs. I mean, it was so peaceful and and transcendent.

Yeah. Yeah. Yeah. Amazing.

Let's see. So, I can see here we've got a pretty, light turnout. So we told everyone that if you want, you can oh, here we go. Katrina's already gone. Look. I we're we're doing a little Burning Man networking here.

Mastermind is working. Yeah.

Okay. Amazing. So we told everybody that if you want, you can come to the doing this builder boot camp Thursday, Friday. Did everybody see that?

I I didn't. It's possible to send an email that I'm I've yet to to get here.

Yeah. Okay. Well, and then that's maybe possibly why, it's a little light because we're gonna do a lot of stuff then. So let me just check-in. We'll just see here with everyone. So here's what's happening this week.

So it's Thursday, Friday.

I'm going to be doing two days, and I'm on all day Thursday and Friday. And what we're gonna be doing is, like, setting getting everybody set up on, like, using Claude, creating a avatar doc, creating a style document, you know, making some presentations, building websites, working on automations, all that kind of stuff. Okay?

So well, okay. Well, I I see a little trickling in here. Okay. I see everybody showing up.

Alright. So then maybe we will, keep working today then. I was just I was just assuming that that probably everybody then said we're gonna go to that. So, anyway, bottom line, guys, if you want, you can come to, this.

It's Thursday, Friday. If you've got questions, you can just email, hello at virtual coach, and we'll make sure that you're on the, on the invite.

Alright. So we'll check out flamethrowing cow skulls, maybe slightly after the, the session is over here.

Alright. Good. Alright. Cool. Well, now all of a sudden, everybody's showing up. Now we're talking.

So one of the things I wanna share here is hang on a sec. There's some noise happening outside.

You guys probably can you guys hear any of that?

Hear any noise? No? Okay. Alright. Good.

So let's see. Let me just think this through then. What do wanna do?

Alright. I think I'm going to Alright. I think I'm just gonna mix things up just a little bit of order the way I would normally do them. So in this month, we're going to be working on building your high value coaching package and sales presentation.

Okay? And I guess I I think I I wanna just, like, tell everybody a couple things here, which is over the past, I don't know, year or two, as everyone's been migrating more and more to AI, it's it's almost like every conversation is becoming an AI conversation. There's AI in in basically everything. Right? And so I'm basically thinking of remaking what we do here.

And I mean, use AI more and more in these classes, and I think everybody sees that, but I'm probably going to rebuild this to still cover a lot of the same types of topics, but to make it more more AI versions and AI oriented. And I guess I just wanna ask everybody, is that cool if we keep kind of going more and more to the AI side and using more AI tools?

Is everybody cool with that?

Yeah?

Okay. Sounds like that's a yes.

Alright. Good. Then, I'm gonna start doing that because as we, as we have our programs and I have people that, you know, join the accelerator, it's it's just time for it to, you know, be kinda upgraded and reinvented a little bit. And yeah.

Yeah.

Gosh.

Just let me think about this for a moment.

So question. If I, let's say we were in a room right now and there was a hundred people in it. We were in a seminar room together, and I said, I'm gonna hand you the microphone, and I'd like you to take the mic. And you have two minutes to make your offer and to share your super compelling high value pitch.

Who would be ready to do that so that at the end of it, a bunch of people would come over and want to buy it? Or at least want to, you know, talk to you about it.

Okay.

Yeah. Nearly. Alright. Good. Well, then that's, that's my answer, and, and that's great.

Interesting.

Who here is Redfin selling?

Couple people? Okay.

Would you categorize being selling based on what I read more like consultative selling?

Yeah. I think of it that way. Yep. Exactly.

Yeah.

How many just checking with everyone here. How many like, how many sales conversations are you having right now per day, per week, per month, whatever? Like, how many people are you talking to that could be prospects to buy your, offer, your services, your product?

Approximately how many?

Could be per day, per week, per month, per whatever.

Playing it safe there, Anthony. Zero to ten. That's good. Giving yourself some lee some, some leeway.

Although I can relate to that, actually. That's probably Sometimes probably, honestly, my number two. Although, actually, it's probably a wider range. But okay.

So five so far. Ali, how how like, over what period of time?

I think since, mid February that I came back.

February to March, April.

But I talk about it, like, to everybody, but I don't consider them actual prospects.

Got it. So maybe, like, one every couple weeks. Alright. So, Jane, you wanna get from zero back to four per week. Okay. Great.

Exclusive referrals. Okay. Anthony, do you do anything intentionally to generate those referrals?

So I've got I, like, did a sprint last quarter, and I I was doing more outreach, and I was having folks that, do that, but not generally. I have previous clients or people that will recommend me.

But I don't have a lot don't have, like, a process around it. I'm not doing a lot of, like, JVs or things like that, if that's what you're if that's what you're asking.

Yep.

Got it.

Alright.

Katrina, you do have ten to fifteen calls a week, not all sales. How many of them would you say are, like, actually a sales call?

Yeah. When I look at the numbers, that's generated by my referral system, and only one third are prospects, and then we get a two thirds qualification rate.

So I feel like it's just one or two sales calls a week

Out of that. Yeah. Because it would be about five calls with prospects, and maybe three of them are qualified.

Okay. Got it.

Well, this is actually really good information. I think we're just gonna stay stay here today.

So I think the way I wanna say it is there's so I go through cycles where I do sales calls. Okay? Like, one on one sales conversations. Kinda depends on what we're offering and what season it's in and, you know, what just kind of where we are and whether we're launching new programs and things.

And I'm in a phase right now where I've been doing sales calls.

And I've probably been doing, oh, I don't know, one a day on average for the last, I don't know, month and a half or month, month and a half, something like that.

And it's really interesting because when I do this, it's a reminder to me that there's really I I can't think of really anything that I do that's maybe more important than that, right, is to be doing these calls. Now I don't mean that one should spend all of their time doing it. Right? When I say there's nothing more important, that doesn't mean, you know, everybody here should clear your calendar and spend eight hours a day just doing sales calls, although that would probably lead to a good result.

What I'm saying is that if you intentionally target high quality prospects and people who can introduce you to high quality prospects, and then you get out there and you talk to those people with the intention of adding value, connecting them to each other, etcetera, etcetera, you will find opportunities.

Like, that's where it's at. That's where the game is at. Right?

So let's do some work today on that one particular thing, because, again, I'm in the middle of it right now, and I can I just see it? You know? I just see how it works. And when the when the sales calls are happening, action is happening. Sales are being made, referrals are being made, you know, etcetera, etcetera. I wanna I wanna talk about referrals for a moment as well.

When I worked when I worked with Joe Stump, when I got started in the whole industry, I don't know, thirty years ago or something, We used to teach, real estate agents, and, and he still does. And so there's, you know, a real estate transaction, let's say, lasts, I don't know, ninety days.

You know? So let's say you list your house here, and then it's on the market for a few months, and then you get some offers. And then, you know, you accept one of the offers, and then something happens, and that falls through, and you got a backup offer, you know, whatever. So

ninety days later, the house is sold, you know, whatever, three to six months later. So what most real estate agents do is they meet the client here, they get the listing, then they help them sell their house, and then the person sells their house, and they're about to move. I mean, some of them stay in the neighborhood, but a lot of times they're leaving town or moving to another place or whatever. And then here, you know, after the buyer or seller walks out of the closing, the real estate agent says, and by the way, here are some of my business cards.

If you talk to anyone else who's thinking about buying or selling a home, will you please keep me in mind?

So in other words, this whole window right here was wasted.

And what's important about this is the way people the way humans work and the way human psychology works is when you're going through a phase in your life where something's up for you, your reticular activating system has you notice it all all around you. Right? You see whatever that issue is with other people. So in other words, if you're on a diet and you're losing weight, you see, you all of a sudden start noticing all the people around you who are going on diets or losing weight, or need to go on diets and lose weight, or who are talking about health issues around diets and losing weight.

You know, if you got a divorce and you're divorced and you're feeling lonely, all of a sudden, you start noticing all the other people around you who are divorced and feeling lonely. Right? If you buy a car of a particular type, you know, you just start noticing that car everywhere. Does everybody know what I'm talking about here with the reticular activator and the noticing?

Okay. So we have to remember now when we go to, you know, position two that this is what's happening for our clients as well, is that during this period when they're selling their house over a few months, that's when they're noticing other people buying and selling their house.

And so what we would teach real estate agents to do is right here to sit down with the client and say, before they even list the house, say, you know, hi, Anthony. You know, it's good to meet you.

You were referred to me by Stuart, And that's how I get my business.

Right? I grow my business by referral.

And what, you know, I'm gonna offer you great service here and I just, you know, as we're doing business together, you're gonna notice that a lot of other people, right, are coming on your radar screen because they're going through the same thing that you are.

Right? This is gonna be a window where you're just gonna notice them everywhere. Will you do me a favor, please? And will you introduce them to me?

And I've been noticing myself here, you know, I so when I do my AI interviews for my MetaMind channel k? So I've interviewed it's coming up on sixty people now that are different AI experts.

For some reason, I always forget at the end to ask them for referrals. Who else should I interview? But when I do, they always give me referrals.

I must forget to ask because there's no I'm just doing it as a passion project. Like, I don't even have offers in there. I'm just doing it to interview people and to kinda, you know, make a contribution, you know, to the world in a way and, like, learn and and network and meet people.

Right? But when I ask, there's always answers. You know? In fact, I I had the good sense to ask a guy who's a CEO, founder and CEO of a billion dollar company.

Okay? And I asked him at the end. He goes, oh, yeah. I've got another friend who's the founder of another billion dollar company, and he sent an email over and introduced him.

And I'm following up, and, I'll get an interview, with him.

When I've been doing the my own sales calls recently for another mastermind that I have, I've been remembering probably because it counts, you know, probably because it's the kind of thing where another client is, you know, potentially another high lifetime value person in the mix. And you know what? People are introducing me to other people.

They're they're sometimes they're referring me or connecting me to people even if they're not a good fit for the thing.

Does that make sense? And sometimes I'm getting, like, three, four, five referrals from a person.

Okay. So is this making sense, everyone?

When you talk to somebody, when you're having a sales call, get referrals from that person in that conversation. Make sure and ask them who else they know who you could help, who else you know that you they you know, who else they know that you can talk to.

Alright?

Okay. So great. And then the next thing is to understand that the math here is like the math anywhere else. The math is the math. There's a certain number of people that you will talk to. There's a certain number of people that will buy. There's a certain number of referrals you'll get on average, etcetera, etcetera.

So the Pareto principle applies everywhere, okay, where you have measured results. So in other words, Okay. So twenty percent of the work gets eighty percent of the results. Eighty percent of the work gets twenty percent of the results.

Alright? So twenty percent of your clients are gonna lead to eighty percent of your income.

Right?

And eighty percent of your clients are gonna lead to twenty percent of your income.

In our business, the way that looks is that most of our clients who buy something from us are going to buy something like, I don't know, a hundred and ninety seven dollar package that we have that has some of our courses, or they're gonna sign up for our AI marketing club, you know, that's forty seven to ninety seven dollars a month. Right? And then they're gonna spend in the hundreds of dollars with us.

But twenty percent of our clients that's eighty percent of our clients. Twenty percent of our clients are gonna buy our high end courses. They're gonna buy our virtual coach or our heart coach, or they're gonna sign up for our accelerator or one of our other you know, or become a client of Annie or something like this. Right? So most of our clients are gonna spend hundreds to a thousand or two, and then some of our clients are going to invest thousands to tens of thousands.

But it's eighty twenty.

So if you give me a hundred clients, eighty of them are gonna be the lower end clients, and twenty of them are gonna be the higher end clients. And, again, that's just the math. That's just the numbers, and it's just gonna play out. Right?

Well, it's the same thing when you're talking to your prospective clients. K? So your prospective clients, eighty percent of them are gonna give you twenty percent of your income, and twenty percent of them are gonna give you eighty percent of your income. So we have to keep the faith, and we have to talk to everybody with full enthusiasm, full excitement, fully wanting to help them crush it because we don't know which one is gonna be which one.

Does that all make sense, everybody?

And the thing is you have to treat everybody as if they're one of the twenty percent or one of the one percent. You know?

You have to treat everybody that way, and you have to you have to have the expectation and have the system so that you're stair stepping everyone through the system so that the ones that are the twenty percent, it's just natural for them to keep going. And the ones that are eighty percent reach a particular place and say, that's as far as I can go. I can't afford to go further. I don't have the time.

It's not a good fit, etcetera. Right? Alright. So reason why I'm telling you this is I want you to start thinking this way in terms of referrals as well.

Opportunity and referrals.

Alright? So what do I mean by opportunity and referrals? Hold one sec.

Someone's doing some, like, crazy lawn care outside, so let me just do this.

Okay. You guys still hear me?

Everything cool? Alright.

So this also goes for referrals, and this is and opportunities. So this is what I want you guys to get is if you do ten sales conversations and you do a good job, you can get probably ten referrals, let's say.

K? Ten sales conversations, ten referrals.

But that doesn't mean you're gonna get one referral from each of the ten.

What it means is you're probably gonna get none from eight out of the ten, and then you're gonna get five each from two out of the ten.

Does that make sense?

So if you have that expectation let's see. Katrina, what are saying here? Average three referrals per referral partner without a nurturing sequence.

So what I found to track a lot of these numbers, you'll get about one to three introductions for an engaged referral partner at the moment that you ask for them, and they're very excited, and they're like exactly what you said, like, three to five names. But then they'll never reengage unless you nurture them. So it's you ask ten, you hope that some of them convert, and then you have to build the strategy.

So when you say an engaged referral partner, describe.

So well, I I'm pulling out tears, so I don't necessarily use the word engaged. But if a lot of people, like, nod and say yes, and they're like, yeah. Yeah. I wanna help you grow your business. And so those are just interested, and they aren't activated. Somebody's actually a good referral partner. If you ask, they'll give you the names on the spot, which generates a whole bunch of front end activity.

And then there's a long there's a very quick long tail of, like, you'll get maybe one or two introductions from them moving forward unless you systemize it.

Okay. Excellent. Is everybody hearing that?

Everybody understand? This this making sense? Okay. Now here's the thing. If you talk to everybody, if you talk to ten prospects and you ask all ten of them, can you introduce me to someone?

K? Or do you have a referral? Or is there someone I can serve? Or can I do this process for someone else that you know?

Or who else do you know that has this problem?

And someone says, yeah. I have this person that you could talk to.

What do most people do when they get a referral like that?

Anyone?

Most people say, thank you.

Please send me an introduction. And then what do they do?

Then we wait.

End the call, or they move on to the next thing.

But if we know that, you know, whatever, eighty percent on average, and maybe these numbers aren't gonna be perfect, but this is kind of the way it works, especially if you're talking to new prospects, you know, people that you haven't talked to before. If we assume that eighty percent of them are gonna give us no referrals and twenty percent of them are gonna give us, let's say, five referrals each or three referrals each, what should you do if someone says, oh, yeah. I've got someone that you can talk to.

What should we say?

Can you connect with me with them right now?

Can I have their email well, their phone number? Excellent. So connect me. Great. So you say connect me. Then what should you do?

We'll connect with them. Well, what they connect with us when when they connect them with us, we immediately follow-up with them, and then we let them know, so so, told me about you, that you may be interested in what they're doing.

Excellent. But what should we do with the person we're talking to who just gave us the referral?

Anyone else. Do you know anyone else?

Excellent. That's the answer I'm looking for here, guys, is great. Thank you for that introduction.

Who else?

Right?

Because right? We because so if you get if a person is a good referral, you know, advocate for you, and they'll say they introduce you to three people because in other words, I've got a good friend who I just talked to the other day, and I hadn't talked to him in a while, and I said: Hey, you should check out this mastermind.

He's like: I'm in.

And I basically said: Oh.

I said: Cool. You know? Got him signed up.

And then I said: Anyone else you can think of?

And he's like, yes.

Here's another person. And I'm like, okay. Who else? Yes. Here's another person. Well Okay. And after we got, you know, I think I got three intros from him, he was like, let me think about it.

I'll think about it, and I'll let you know if I think of anyone else. Perfect.

K? It's perfect. But we have to have this mindset, you know, like like things are going to move on. I learned when I was doing the dating advice stuff, I really figured this out is, one of the things I used to teach men I mean, this is a little bit before the, you know, the cell phone smart it was before the smartphone age, let's say. It wasn't before the cell phone age.

But, the idea is, and, I mean, this would still actually be charming, is if you're going to ask someone for their phone number, you'd better have a place that you can get it. Right? So I recommended to guys to, like, keep a pen in your pocket.

Right? So you can have if you're gonna meet somebody, they're gonna write down their number. So in other words, we have to think through all of the steps that our prospect is gonna go through to make sure that we, you know, turn every conversation into more conversations.

Because referrals are just higher quality. They're just better quality. And then, by the way, if you ask clients, who else do you know? Right? Who else could I do a strategy session for? Who else has this problem?

Who else should I talk to?

You're going to find every once in a while if you do this, because it goes eighty, twenty, and then it goes four, and then one. Some people will just be massive, and they'll say, well, you know what? You should just come and talk to my whole audience.

You know, or I should just interview you on my podcast, or we should I should have you speak in my event. And that happens. You know? That just happens once in a while when you do it.

As another part of this whole thing, I was talking to one of the guys that's in the mastermind, and he said, hey, Evan. Do you wanna come and speak at my event? I was like, sure. You know?

Let's talk that over, and let's figure out a way to have that make sense.

You you have to be right there. You have to be top of mind. You have to be showing people that you're up to cool stuff. You have to show them you're connected. Okay? Another way to make sure and do this is as you're doing your sessions with people, make sure and connect them up to other people as well.

Right? The way to network is not to meet people. It's to connect people. Right? As in a network is a structure that is built of people who know each other, not just people who know you.

So when you're talking to your prospective clients, your leads, and you're saying to them, I have someone for you to meet that I think would be a con connection for you.

Right? Who do you have that would be a good connection for me? Then it's just natural. Just normal.

Okay.

Also, what what we do is a very important piece is some people will refer because they're nice people and because they see results, but the vast majority of them will not unless you create a little system or you ask.

But when you do ask, people love incentives. So when you create incentives, many people will be more inclined to to refer even more. In our programs, if somebody is referred and they start

our program, the the referrer immediately gets a month free in our program next month immediately. So this type of incentive, you know, maybe not not everybody cares about it.

Right? But a lot of people do. And it doesn't cost us anything for them to, you know, to get those incentives because it's a it's a good training. So incentives are are also very important for us as well.

Exactly. So I and I'll just put that out there, everyone, is so incentives for a lot of people like coaches, coaches, consultants, it's a little more challenging to do incentives because, you know, you're gonna, you know, are you gonna say, hey. I'm gonna give you a month of consulting. You know? It's there's just like it's like a little different economics.

So one way you can also do it is just send people gifts. Thank them. You know? So if someone introduces you to someone, send them an Amazon gift card for a hundred bucks or two hundred bucks and just say, hey.

Thank you so much. And tell your clients. Tell people. Say, this is how I this is how I help more people.

This is how I grow my business, and I really appreciate it.

I've done this through the years in in various, you know, various formats. When I used to work with a lot of partners building Double Your Dating and building our, you know, dating advice business, I would we would send every month, we would choose one of our top partners to send a gift to, and we would spend several hundred dollars and buy them something nice, you know, like get them some flowers or, you know, send some food to the office or just do something that was really cool and say, hey. You guys are valuable to us, and, and we appreciate you. Alright. Any other questions about yeah. Anthony?

Well, I was just gonna I was just gonna share, like, the referral bonus or the referral, you know, kind of paying people.

I had a woman for years. I gifted her a ticket to something. She was kind of a struggling actress in New York City, but she had this habit of dating very successful, like, billionaire guys. And so what often would happen was she would go on these dates with these billionaire guys. It'd be bad dates that she'd say, you gotta meet this guy, Anthony, to coach you. Wasn't even dating advice.

And I probably got multiple six figures of referrals from this woman over the years of just the guys that she would date, and she'd say, you gotta talk to Anthony.

I would just give her free coaching because she wanted coaching.

Eventually, I coached her to the point where she got into a healthy relationship, and that kind of lead source dried up because it was all off with bad dates.

You know? Bad incentive structure.

But, it was really funny. I was like, wow. Does she I'm grateful that she's in a relationship. I coached her now husband too to kinda get them to get together.

But, yeah, this idea of the incentive, I I I so I'm curious about that for some people.

Is there just, like there's kind of goodwill referrals where people just want to be helpful and supportive, and I don't take that away from people in some way. We we give, like, twenty percent first year revenue to anyone that refers to us is the way that I've currently structured it. I'm just curious about that, like, the balance between if somebody is not a money incentivized person, how you might determine that.

Or Yeah.

Well, there's a difference between a fan and a partner.

Right.

So for example, we have I have fans who just love our stuff, and so they're always just sending their friends and family to come to our trainings and come to our classes and just come. They're just like, we love Annie and Evan, and you know what I mean? We just want our Yeah. Want people to come check it out.

Yeah.

But I also have partners. So I don't know. Claire Zammit, you know, from Evolving Wisdom. Right? So they are a they're a partner, and we're a partner of theirs. So when we do, let's say, our coach expo, which we're gonna do next month, Claire will be one of the speakers in the coach expo. She'll mail her list several times for our launch, and we'll track all the leads, and then she's gonna get some of the money.

You know?

So that's it it's like if some people do it professionally, like, that's what they do, and so you wanna make sure and honor that. Yeah. But the other part of it is if someone's a fan and they just love sending people to you, if you go to them and you say, if you do this, I'll give you money, that can be can make it weird. They can be like Right.

Wait a minute. I'm sending people because I love you. So you have to you know what I mean? You have to be sensitive to these kinds of things.

Like, lately, when I've been asking my friends for referrals, and people I've been talking to, their prospects for, you know, this other program I have, there's been no incentive. It's just been, hey. Do you know anyone? And they're happily, you know, connecting me up to folks.

But it's not I'm not signing them up as a professional partner because this particular thing that I have is not something that's a mass broadcast kind of thing. It's literally like, who are the one or two people you know that I should talk to? And that's it. Yeah.

But I think that in those cases, it's very thoughtful to send a gift or to send them flowers or send them an Amazon gift card or send them dinner somewhere and just say, hey. Here. This, you know, this is for you.

One one other piece that's been helpful for me that maybe is helpful for people is I think I got this from, like, real from the real estate world. I'm not a real estate agent. But I, you know, I I'd heard that sometimes when someone sells a house, the real estate agent will send a bunch of flowers and cookies, like, to their work. Maybe Dean Jackson talked about this at some point. Right? So that way, the person gets a bouquet at work, and they tell their friends, oh, I just sold my house from Anthony David Adams Realty or whatever. And so they get they create this kind of public spectacle at their work.

So I I've been I I will I mean, I just like doing it. I love an excuse to give people gifts, but, like, I'll send one of our clients is at a big event, so we send a bunch of flowers to her event for her. And from that, we've got a handful of referrals just from her talking about, oh my coach sent me flowers, and here's Anthony. And it creates this moment where she has an opportunity to organically talk about the support that she's getting.

And that's been a really that's been a really cool thing to do as well to get leads that way.

Excellent.

Yep.

Evan, what you said is, earlier mentioned that some people that give you referrals are doing it because they love you and they just want to help you and you just giving them money, it may sound weird. My belief system, I'm very aware of that. People do it out of their heart and they want you to succeed. And my belief system is that even though I know that's the case, I believe that if I give back something to them, even though they may not want it, through the right type of wording, I'll say, Hey, I totally get it. You're doing it because you care about us. This is how our system is.

This is our referral system, so I'll give you this. It's not because I know that you need it. But if you want to give it away to somebody, do it. Give it away to somebody. But you'll get that back from us. And I know you're doing it because you don't want the money or whatever the gift is,

but I make sure that I give back when they do without being attached to, you know, all those little things.

So this is a great point, Gersto. And everyone, I want you to really, like, think philosophically about this, because I think this is the crux of the matter. So more than half of people, I would say this is like my estimate is, back of the envelope, is it's sixty to eighty percent of people.

They feel weird if you say to them, I will pay you if you introduce me to somebody.

The way that relationships work to most people is such that they there's something in the intuition where they go, ugh. But, like, let's say twenty percent of people or twenty to forty, but let's let's say twenty ish, twenty, thirty percent of people, when they hear that, they go, oh, okay. Cool. I'm gonna go keep my eye out because I wanna earn, you know, a free month or I wanna get a, you know, referral thing or I wanna get a a commission. Okay?

Now what are the exceptions to this?

The exceptions are if it's a small thing, if it's a relatively small thing, people just kind of go like, oh, cool. You know? Buy one, get one. Like, oh, they're gonna get one.

I'm gonna get one. Alright. Cool. Let me go tell my friend.

Cause it's not like they're being paid to do it, if that makes sense.

But then on the other end of the spectrum, some people love this. So in other words, when we do our launches, we always mail our list and we say, hey. Do you have an audience that has coaches in it and people who like self development and personal development? Would you like to be our affiliate partner? And a bunch of people always write in and say, yeah. And then we get a few extra sales from that.

Does that make sense? So you have to we have to deal with both of these kinds of things. And so I think what you're doing there, Haristo, is very good because what you're also doing is you're kind of saying, hey. Even if it feels a little bit weird, just kinda know, like, this is how we're adding value back to you, and you're, like, normalizing it. You're making it so that it's not weird. You know?

And I don't say if somebody else, another client, refers something to me, I would do the same to them as well. So it's not really anything that I'm doing different than we already do.

It's how the system is. Exactly. Me saying that, my idea is for them to think, oh, it's not really this is how the system runs over there. And they automatically get it. If they want to give it away, they can, But, you know, but I'm I'm I'm aware of what you're saying, how they may feel about it.

So this is the thing, everyone.

I just want you to be aware of this. Okay? So some people, if you tell them before they give you referrals, if you give me a referral, I will compensate you, that feels weird to some people.

But that same person, if you say, hey. Will you give me some referrals? And then they give you referrals, and afterwards, you send them a gift that's the same amount that was gonna be the thing that you would have offered them, most people feel more natural about doing it that way, and they will be more gracious and feel more honored by it.

This way just a lot of people feel this way socially. It feels like you're kind of trying to buy them or do something that just feels a little strange. So I'm just saying to everyone, just be skillful with this. Just be conscious, and there there's there's no right or wrong way to do it. But, well, the wrong way to do it is to not ask.

Okay? The wrong way to do it is to wait until long after they've been a client and then call them up and go, hey. Do you have anyone you can refer to me? Rather than bringing it up at the very beginning so that it's in the conversation the whole time.

Right?

Okay. The next thing I wanna add to this is it's important to have if I don't know. You know, Haristo, let's say you help people get into shape. You know, and let's say that for you, I'm just making this one up, but let's say that you help people lose twenty pounds on average in ninety days, alright, which is a pretty common like amount that people would wanna lose. Right?

Instead of saying to someone, hey. You know, do you know anyone that would be a good potential member of my gym?

Which is kind of asking them to think to do something to send to you, which is okay, but if instead you say, hey. Do you have any, you know, friends that would like to lose twenty pounds in the next ninety days that I could do a session with and help them?

It changes the psychological dynamic from, hey. Do you know any good clients for me? To, hey. Do you have any people that you know who have a need that I can go and help them fill?

Do you know other people that will benefit from what you have achieved with us?

Yeah. Or or maybe not even achieved. Maybe they just signed up today to lose twenty pounds in ninety days, and you're saying, hey. Do you know anyone else who wants to lose twenty pounds in ninety days?

I'd love to do a session with them and, you know, and help them.

In other words, they will do it for them, not for for you.

Right? That's the big difference, guys. That's what I'm trying to say is you have to figure out what's in it for the friend so when you're asking for the referral does that make sense, everybody? Got it? Okay.

So there are two things here that I want to encourage you to do. Number one, start having at least one conversation per day with a prospective client or someone who can introduce you to prospective clients. So in other words, talking to one lead or talking to one refer, podcast host, someone who's got a list, someone in your network that you haven't talked to in six or twelve months or years who you know is connected to a bunch of ideal clients.

So you're either talking to a client, a prospective client, or you're talking to someone who's connected or influences prospective clients. Have one of those conversations every single day, and it will change your life. Like, that's it. Okay? Now here's the thing. The trick is to identify the highest quality people.

K? It's not just one conversation with anyone randomly. It's one conversation with someone that's either a good prospective client or someone who can introduce you to them.

And that's where the intentionality comes. That's where the cleverness comes. That's where you have to start thinking about it and asking, okay. Who should I talk to? Who actually is a good prospective client? And then this is where you start getting intentional when you're talking to people every day, asking them and getting really serious about it. Who else do you know that needs to lose twenty pounds, or who do you know that knows a bunch of people that need to lose weight?

Now, Evan, as far as this setup, so when we when I take a look at our the way we run it, would you recommend for us to just quickly ask them or you set up a conversation with them or do it over the phone via message. I often meet with clients. I don't train them as much anymore. Our coaches do. But I run around, I walk around the floor and I connect with them. And I'm curious if I walk up to them and say, hey, do you know anyone else that may benefit from this? And make it quick, or you would plan for it and take a little extra time.

Does everyone know that you're the boss kind of thing and when you go over and say, how are you doing?

They do.

They all know? Yeah. Okay. Well, then I would just make sure that you track every client and don't do it too much.

But everyone that starts new, you should go over at some point and try to catch them at a time where, you know, you know you could talk to them for five minutes, and you just say, hey. Welcome to our gym, or it's great to have you here, you know, as a member.

If I were you, I would tell your origin story, like a two minute version of it. You know, I started this gym because I wanted people to have a place not where they could just come and exercise and lose weight, but where they would transform into their future self. And that's why I named it this way, and that's why I you know? And and how are you doing?

And why are you here? And I would do a little five minute just touching in with them, helping them vision, you know, and so forth and, like, figure out what it is, and and that create creates some value with them. You know? It's like a little five minute laser coaching session with them.

And then once you have a sense of them and why they're there, right, then you could say then you could ask and you you make it, you know, fit into the conversation and you say, hey. You know? By the way, most of our clients come here through referral. You know?

Do you do you have any other friends who?

And it's like this. Do you have any other friends who need to lose some weight or who really want to get in shape? And I could give them a free whatever. I could do a session with them.

We could have them come to one of our classes. I'd love to just have them come in and kinda be part of the family for a day. You know? I'd love to give them a day pass, or I do a class once a month, or we have something.

It's like it's it's the same way you'd invite a friend to tell their family to come over to your house for Thanksgiving or, you know, Christmas or for a holiday. It's a real it's a true invitation.

Makes sense.

Yeah. And that's the mindset shift, everybody, we have to really get is when you're inviting people to do business with you or inviting them to refer you, you're inviting them to be in a better like, higher quality, more value exchange relationship.

Right? That's where you're coming from.

Yeah.

Okay.

I would like you to take out a piece of paper or blank page, and I'd like you to write down your best strategy for asking for and getting referrals.

K?

What is it?

Okay. Good.

So I'm gonna I'm gonna open up a breakout room. If for any for everybody who wants to do this, you can just go into the breakout room. And this is gonna be a mastermind session to share your best idea and your best techniques and approaches for asking for and getting referrals.

Okay? And for I mean, literally doing a mastermind to encourage each other to get out there and ask, you know, and be talking to people every day. Okay?

Alright. So here we go. So this is a referral mastermind, sharing your best technique for getting referrals.

Have fun. I'll call you back close to the top of the hour.

Hey, guys.

Howdy. It's the referral mastermind jam session.

What did you learn?

Well, Katrina is, a certified expert in all this stuff, and so she gave us, like, a master class in TED Talk. It was awesome. We got, like, this big deep dive into how she's been doing this.

I think that this sorting of different like, this differentiator between what she calls, like, super connectors and then promoters that, like, you wanna be able to understand people that will just make kind of a lot of high level introductions that might not actually be your target prospect and then people that actually are kind of more partners that can make specific referrals to the people that you wanna be able to work with and how to balance those pieces was a useful distinction.

Amazing.

I was working through this challenge, Evan, like, right before the call, so this is really timely, of there are people who generate a lot of top level activity and conversations. And long term, they add value, but then there's also like, if you were to focus on ROI in thirty days, like, partners activate prospects because they're not as motivated by a super connector likes to be in proximity with other super connectors, so you'll book a lot of, like, nice to meet you calls.

Amazing.

Yeah.

How'd you figure this stuff out?

So I worked with a mentor who helped solidify that relationships, really powered business. And then I said, well, we gotta get this in a spreadsheet. And then I started measuring KPIs, and I was I met you. I was like, you gotta elevate this. And Anthony just invited me to one of his AI rooms because I'm like, the philosophies are built into the dashboards, and the dashboards capture human behavior and influence human behavior. So, like, how do we systemize it?

Excellent. Have you have you incorporated AI into this?

Yeah. So what I found is all my coaches are like, what's your sales script? And the AI is going, oh, this person isn't a prospect. They're a power partner. This is a power partner. Here's how you act. Like so I find that AI is We have a GPT script that goes through my ten thousand followers for potential prospects and then a cloud script that does deep research, and then an even deeper research for somebody like I'll talk to today.

So Amazing. Yeah. That's really great.

Okay. Well, then there you go. Masterclass, guys.

Merry Christmas, and thank you, Katrina. Appreciate it.

Yeah. My pleasure. And then the AI conversation, we were just getting into the singularity, but I was like, are we future proofed against AI? And I have some insights about it, but I think we should keep diving into it.

I was joking about how I'm talking to AI more than I am to people, but it this closes that feedback loop.

It makes it feel really okay. How how do we survive the AI revolution?

Yeah. Who knows? Right?

Alright. Katrina, what's your email? We just drop it in the chat. Yeah.

Alright. Cool.

Everyone, thank you very much. Awesome class, and I'm I'm stoked that you guys got to get a little download of Kachina there.

Take care, everybody. See you, hopefully, on Thursday, Friday if you get the chance. Alright. Take care.