

Magnetic Referrals: Turn Your Clients & Partners Into Raving Fans Who Bring You More Business

Building Better Business Relationships: A Self-Assessment Guide for High-Touch Businesses

Discover if your business could benefit from a surge in referrals. By answering the questions below, you'll gain insight into the health of your current referral marketing strategies. Rate each question on a scale of 1 (strongly disagree) to 5 (strongly agree).

Self-Assessment Questions:

Relationship Strategy

I have a strategic plan in place to develop deeper relationships with my clients via gifts, calls, letters, etc. Rate: ___/5

Intentionality

I am intentional with my clients and partners and communicate with them on a quarterly (or more frequent basis) to stay top of mind. Rate: ___/5

Appreciation

I send gifts to my clients to show them I am grateful for the relationship we have. Rate: ___/5

Gift Quality

I invest in gifts for my clients and send them “practical luxuries” they will use for years to come. Rate: ___/5

Gift Ideas

I have creative ideas for gifting my clients that will make the most impact in deepening our relationship. Rate: ___/5

Resources

I have the budget to gift to my highest-value clients, and I believe in investing in those relationships to grow my business. Rate: ___/5

Mindset

Relationships are the lifeblood of my business, and I work hard to create a personalized experience for my clients. Rate: ____/5

Lead Generation

I have a steady flow of new high-quality leads coming into my business month-to-month. Rate: ____/5

Competitor Comparison

Compared to my competitors, my business is growing at the rate I would like it to. Rate: ____/5

Client Quality

50% or more of my clients are “dream clients” and I am excited to work with them every day. Rate: ____/5

Client Quantity

I have more clients than I can serve month-to-month and have people waiting to work with me. Rate: ____/5

Referral Partners

I have a strong network of referral partners who send me high-quality referrals monthly. Rate: ____/5

Client Satisfaction

My clients love working with me and refer me to 2-3 new clients consistently. Rate: ____/5

Referral Quantity

I am satisfied with the number of referrals my clients and partners send me. Rate: ____/5

Referrals vs. Leads

50% or more of my business come from referrals from happy clients. Rate: ____/5

Referral Quality

The referrals I receive are excited to work with me and ready to buy now. Rate: ____/5

Referral Strategy

I have a strategic plan for bringing in new referrals consistently. Rate: ____/5

Business Growth

I am satisfied with the rate at which I am closing new clients and growing my business. Rate: ____/5

Future Proof

I feel confident that my current referral strategy will be effective at increasing my referrals by 2-3x over the next 12 months. Rate: ____/5

Commitment

I am committed to dedicating the time, effort, and resources needed to succeed in creating Magnetic Referrals for my business. Rate: ____/5

Calculate Your Score: ____

Add up your ratings for each question to get your total score (out of a possible 100).

Results:

Score 70-100: Relationship Expert

- Your business does a great job creating a unique experience for your clients and building strong relationships. While there's always room for improvement, you're currently in a solid place. At this point, you might want to consider consulting with an expert to find ways to increase your ROI even more.

Score 40-69: Foundations Are There

- Your business has a foundation but could greatly benefit from enhanced strategies to progress faster. Consider seeking expert help to elevate your referral marketing to where you aspire it to be.

Score 0-39: Urgent Improvement Needed

- Your current strategies might not be enough to sustain or grow your business. It's essential to seek professional intervention ASAP to ensure your business thrives and avoids potential pitfalls.
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Conclusion:

Regardless of where you fall on the spectrum, know that success is a journey. Whether you're looking for ways to improve, or you're just getting started, help is available to guide you towards achieving 2-3x referrals for your business.

If you'd like personal help from me, please reach out at gifting@touchofswag.com and let me help you get to your goal and 2-3x your referrals for your business.