



**WORD OF MOUTH**  

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**THAT WORKS!**

# Referral Writing Guide

How to write referrals that will generate word of mouth

Have you ever wondered why some brands do so much better at word of mouth referrals than others?

Why is it that when the grapevine starts, the story spreads like wildfire through your social network? (And by that, we mean your real-world networks of friends and colleagues, not an interweb platform!)

Think back to how you first heard about Facebook. It certainly wouldn't have been through advertising. In all likelihood, you'd have heard about it from a friend.

You would have received a recommendation, a referral, from them.

And it would have gone something like:

*You should really check out Facebook. It's so cool being able to see what your friends are up to.*

It's referrals that are the life-blood of word of mouth marketing.

There's a whole science behind WoM besides referrals.

For now, though, let's concentrate on your referral, and help you to polish it up.

## What is a referral?

Let's look at this question first, before we show you how to craft an effective referral of your own.

A referral is:

*The way that a customer talks about your organisation, your brand, your products or services, with a view to converting other people into new customers.*

And our research has shown that there's a structure to an effective referral, which is really simple.

An effective referral has three components:

1. An end benefit
2. Three reasons to believe that the end benefit will be delivered
3. An expected outcome

Let's look at each of these.

## The end benefit

A benefit is an advantage or profit gained from something, such as quality, convenience, volume.

Let's make this easier to understand by constructing a referral about a friend of ours, Sarah.

*By working with Sarah, you can achieve the extraordinary results for your business.*

Achieving the extraordinary is the benefit that you get from working with Sarah.

## Three reasons to believe

Having explained the benefit that you can expect, you then have to give three practical and factual reasons why the end benefit will be delivered.

This is the social proof, giving the recipient of the referral the confidence that the end benefit will be delivered.

So, how does Sarah enable you to achieve the extraordinary?

*Sarah has the deepest, most eclectic network of anyone I've ever met.*

*She has a personal magic which connects with people profoundly and quickly.*

*She's a rare paradox of artist and commercial.*

Now we understand why Sarah is able to achieve the extraordinary.

## Expected outcome

The expected outcome is what the end benefit means for your life, and it can vary depending on the situation.

The end benefit of an energy drink is that it gives you more energy.

The outcome could be that you can drive through the night; it could be study for your exam for longer; it could be that you can dance all night.

Back to Sarah.

*Sarah organised an amazing client event for me that has had a great impact on our client relationships.*

And finally we get to understand what happens when we work with Sarah.

## The referral

So now we have all three components:

1. An end benefit
2. Three reasons to believe that the end benefit will be delivered
3. An expected outcome

We can put them all together into a referral for Sarah.

*By working with Sarah, you can achieve the extraordinary results for your business. She has the deepest, most eclectic network of anyone I've ever met, and a personal magic which connects with people profoundly and quickly. She's that rare paradox of artist and commercial.*

*Sarah recently organised an amazing client event for me that has had a great impact on our client relationships.*

So this is the referral.

And remember, the referral will be passed on *by a friend or colleague of Sarah's*. Not by Sarah herself.

So we need to understand how to prepare and use the referral.

## Use of the referral

Let's think about the 'chain' that will happen with the referral that we've constructed.

Sarah writes her referral. It's how she would like her advocates and champions\* to refer her.

If Sarah has a small number of advocates and champions, she'll talk to each of them and prepare them for the referral. If she has a large number, she'll email them.

Sarah now emails her referral to her advocates and champions. And the email goes something like this.

*Hi,  
Here's the referral that I talked to you about. I'd appreciate it if you could pass it on to those people that you think would be interested in boosting their sales through amazing client events.  
If you could copy and paste the following into an email, I'd really appreciate.*

*Thanks  
S*

*[your own introduction]  
I'd like to introduce you to Sarah.  
By working with Sarah, you can achieve extraordinary results for your business. She has the deepest, most eclectic network of anyone I've ever met, and a personal magic which connects with people profoundly and quickly. She's that rare paradox of artist and commercial.  
Sarah organised an amazing client event for me that has had a great impact on our client relationships.  
[your own close]*

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\* You can find out more about advocates and champions, and why understanding them is so important to your business, in Word of Mouth That Works, at [www.womtwo.com](http://www.womtwo.com)  
The course explains how you identify, connect with, and involve your advocates and champions to drive word of mouth about your brand, products or services, and ultimately achieve a far more cost effective outcome for your marketing and sales goals.

Now it's because of the strength of the relationship that Sarah has with her advocates and champions that she is able to ask them to refer her in this way.

## Referrals are about facts

Most marketing materials set out to communicate emotions and emotional benefits.

Let's give you an example.

Perfume ad's, uniformly, are about the emotion of love and beauty. They have music that makes people feel a sense of passion and love and sexuality.

Imagine a perfume ad that said "this perfume is good because it is 20 percent marjoram 20 per cent roses 60 percent other smells and overall it has a smell that is muskee and nice".

Word of mouth, on the other hand, is all about information, not emotion.

Advocates don't try and sell your brand. They don't say "wow I had the most transformative meal of my life at the Indian restaurant it will make you feel like you are a maharaja".

What you find is that if advocates try and sell a story, or are overly emotional, it's rejected.

The beauty of word of mouth marketing is it focuses on the facts.

The person receiving the recommendation internalizes the facts, and generate their own emotions, they don't need you to tell them what emotion to feel.

## Summary

Your referral has three components to it:

1. An end benefit
2. Three reasons to believe that the end benefit will be delivered
3. An expected outcome

You put these together to create your referral, that you then send to your advocates and champions.

We recommend Word of Mouth That Works.

WoMTWo is the fastest and easiest way to understand how to get the highest return on your marketing budget - Word of Mouth.

The programme is based on 20 years of real world experience, and is built on the most comprehensive review of word of mouth marketing ever undertaken.

It produces a customised plan to get people giving you business within weeks, resulting in the highest growth you can achieve at the lowest cost.

Now that you've written your referral, you need to test how effective it is.

So now's the time to head back to Referalize and get it tested.

[Back to Referalize](#)

And one last thing.

Sarah is a real friend of ours.

If you want to find out how she could help you, then we'll happily pass on her referral!