

# **The Dream Practice Referral Generation System™**



The Best Way to Get Word of Mouth Referrals For Your  
Practice

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In this short report, I am going to reveal to you the most effective system I have ever discovered by far to get more word of mouth referrals for your healthcare practice.

I'm sure you know that getting word of mouth referrals is absolutely critical for the success and stability of your practice. Without consistent internal referrals, you'd better have outstanding external marketing systems in place that are generating leads hand over fist for your practice.

Ideally you want both, but it really depends on your goals. The fastest way to a high 6 figure practice is to implement an effective referral generation system and combine it with proven marketing strategies that continually get you new exposure in your local area.

Now, I don't know about you, but I have always been pretty frustrated with word of mouth referrals. I know that many of my clients do excellent work in their practice--but they aren't generating nearly the amount of internal referrals that would enable them to stop marketing their practice.

Over the years, I have experimented with a variety of methods, including:

- *handing out business cards*
- *handing out referral cards*
- *offering gifts to patients who refer*
- *using various scripts to get patients to refer*

These methods work...just not as well as I would like. In other words, they are better than doing nothing at all, but it has always been clear to me that there just HAS to be a better way.

Well, there is...

I spent a little time contemplating this issue and it became evident that there are 2 critical obstacles in the way of these methods working really well.

1. The practitioner feels awkward about asking for referrals. It feels unnatural or even inauthentic to ask a patients to hand out cards to their friends and family.
2. It is too inconvenient for a patient to remember to hand out cards for you. Unless the timing just happens to be perfect, they will simply forget or just not make it a priority.

So, in order for any referral system to actually be effective, it would have to overcome these 2 obstacles.

They system would have to feel completely natural to implement AND it would have to be very convenient for patients to follow through on.

Let me ask you, what is the easiest, most widely used, and convenient communication medium that the vast majority of us are using every day/all day?

Okay, maybe texting is #1... but what is #2 right behind it?

That's right: **Email!**

This system uses email communication as your primary method for generating word of mouth referrals.

Email takes all of the awkwardness out of this process AND it is ultra-convenient for people to spread the word about you and your services.

Here's how it works...

You only want to ask for a referral when a patient has expressed value in your care. Any time you hear comments like these, you should consider it an open doorway to ask for referrals:

- I feel great!
- My back is practically pain-free!
- I feel like my old self again
- You are a miracle worker
- I am starting to feel some hope
- I was skeptical at first, but now I am a believer
- Do you have cards I can give out?
- Are you taking new patients?

You get the idea.. it's pretty easy to assess when a patient is having a positive experience in your practice.

Your goal is to capitalize on this window of time as much as possible. This will typically occur between the 2nd and 4th treatment.

*( I know it's easy to assume that the patient will tell others naturally because they have had a good experience. I would estimate that only 10-20% of the population will take the initiative to tell others without any prompting. Most people need to be told what to do--keep that in mind!)*

You can use this system in 2 ways. It can be 100% email-based or you can have a brief conversation with your patient first. I recommend the latter; it will definitely make this more effective.

Here is what you say to your patient once they have had a positive experience:

***“ That is so great that the treatment is helping you. Say, I just sent you an email. When you get home, if you could just forward that email to 2 people you know who are struggling with their health and could use some help, that would be great. I am currently offering free 15 minute consults in my office and the email is to let your friends and family know about this. Thanks!”***

When your patient gets home, they are going to see this email from you:

Subject Line: This may be helpful for you

hi \_\_\_name of friend or family member\_\_\_,

This is a neat offering from my acupuncturist/chiropractor/therapist who has helped me a lot over the past few weeks. I'm sure you would benefit. Just wanted to let you know!

patient name

**\*\*Free Gift for the Friends and Family of (name of patient here)\*\***

(Name) has done so well with her acupuncture/chiropractic/therapy care that we would like to extend an invitation to her friends and family to achieve greater health and wellness.

**\*\*FREE 15 MINUTE HOLISTIC HEALTH ASSESSMENT with your practice name\*\***

No obligation, this consult is designed to educate and empower you to live a healthier life starting now! Whether you have specific health issues you'd like to resolve or you're just looking for a greater overall sense of well-being in your life, there's a good chance we can help you.

Call our office within one week of receiving this email to take advantage of this offer at \_\_\_\_\_.

Visit our website at \_\_\_live link here\_\_\_\_\_.

We are here to help you in any way we can ... and we can't wait to meet you to get on the road to health and well-being, just as (patient's name) has.

warm regards,  
your name/credentials

Now that friend or family member has right in front of them an email that contains a few very powerful things:

1. a personal endorsement from your patient, who is someone that they like and trust
2. a live link to your website where they can check out your practice and learn more (of course, we want your site set up to exude quality and professionalism.. if that's not happening right now, go to <http://www.dreampracticewebsites.com> )
3. a great offer in the form of a free consult to meet you without risk

Can you see just how much more powerful this is than handing out business cards.. or doing nothing at all??

A couple of things to keep in mind:

1. The phrase 'when you get home' is very important. You want to suggest to your patients that they send this email immediately. You can't obviously tell them, 'do this immediately' or they will think it's rude. So you just say 'when you get home' which we would assume would be in the very near future.
2. It's much better to tell your patient to send the email to a specific number of people (I think 2 is ideal) rather than keeping it open-ended.
2. It would be wise to practice this script on your own a few times before you try it on a patient. What's important is that you make this sound very casual. You don't want your patient to feel as if they are under pressure to do this. Keep your tone very friendly and casual.. like it's not a big deal either way.
3. You'll want to do some follow up with your patient: Make a note in their chart or next to their name in your schedule for the following appointment that you sent them the email. Then say this:

*' Hey, just curious... did you get that email I sent last week? Just making sure it got to you.'*

This is much better than asking them if they sent it out, which may make them feel pressured. You are just confirming that they got the email, which will then naturally lead to them sharing with you if they did indeed send it to 2 people they know.

Let's talk for a moment about how you can do this system entirely by email. You would do this only if you feel too nervous or awkward having the above conversation with your patient.

Now, before I get into this, let me just preface it by saying that if you DO feel really awkward telling your patient that you sent them an email that they can forward to people they know, then I highly recommend that you do it anyway and step out of your comfort zone.

I have used this and many other referral-asking strategies and I can assure you, this one is as easy as it gets. I have NEVER ONCE had a patient say anything but, 'sure, I'd be happy to..' when I ask them for referrals. It's all in how you ask--and this system just makes it so easy for you.

If you feel hesitant, it likely means that you are holding on to some limiting beliefs or insecurities about your value, self-promotion, and financial success. If you're going to succeed in practice, you'll definitely need to clear that stuff anyway, so why not do it now??

Be PROUD to send this email and to offer your valuable time to people who can genuinely benefit from your work. Know that it's actually doing people a DISSERVICE to stay hidden in a shell so only a few people even know about you.

Clearing out limiting beliefs and self-consciousness is really pretty simple, but very powerful for your practice growth!

Okay, I'll get off my soapbox now..

Here is what you can do if you just flat out refuse to tell your clients directly that you are sending them an email.

You can send the client 2 emails. The first one would basically just be the conversation you'd have with them in written form, such as:

Hi Bob,

I'm so glad the treatment is helping you and it has been great working with you. Say, you should have another email from me that has an invitation for your friends and family members to come in for a free 15 minute consult.

If you could take just a moment to forward that email to 2 people you know who are struggling with their health, that would be great. This is a great way for others to learn more about what I do.

I really appreciate it!

Warm Regards,  
your name/credentials

This is a simple but highly effective way to build your practice.

Start implementing this referral generation system today and see for yourself just how awesome it is!

I sincerely hope this helps you reach your practice goals.

all the best,  
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