

Get More Referrals And Testimonials With Great Questions



Presented by
@CaelanHuntress



STELLAR
P L A T F O R M S

caelanhuntress.com/masterclass/referrals/

Ask For More Referrals

“83% of consumers are willing to refer after a positive experience—yet only 29% actually do.”

- Texas Tech University

Ask For More Referrals

“83% of consumers are willing to refer after a positive experience—yet only 29% actually do.”

50%

- Texas Tech University

Get More Referrals And Testimonials With Great Questions



You're in the right place if you ARE...

- ◆ Entrepreneur
- ◆ Marketer
- ◆ Freelancer

You're in the right place if you HAVE...

- ◆ A good client base
- ◆ A good reputation
- ◆ Website & email list

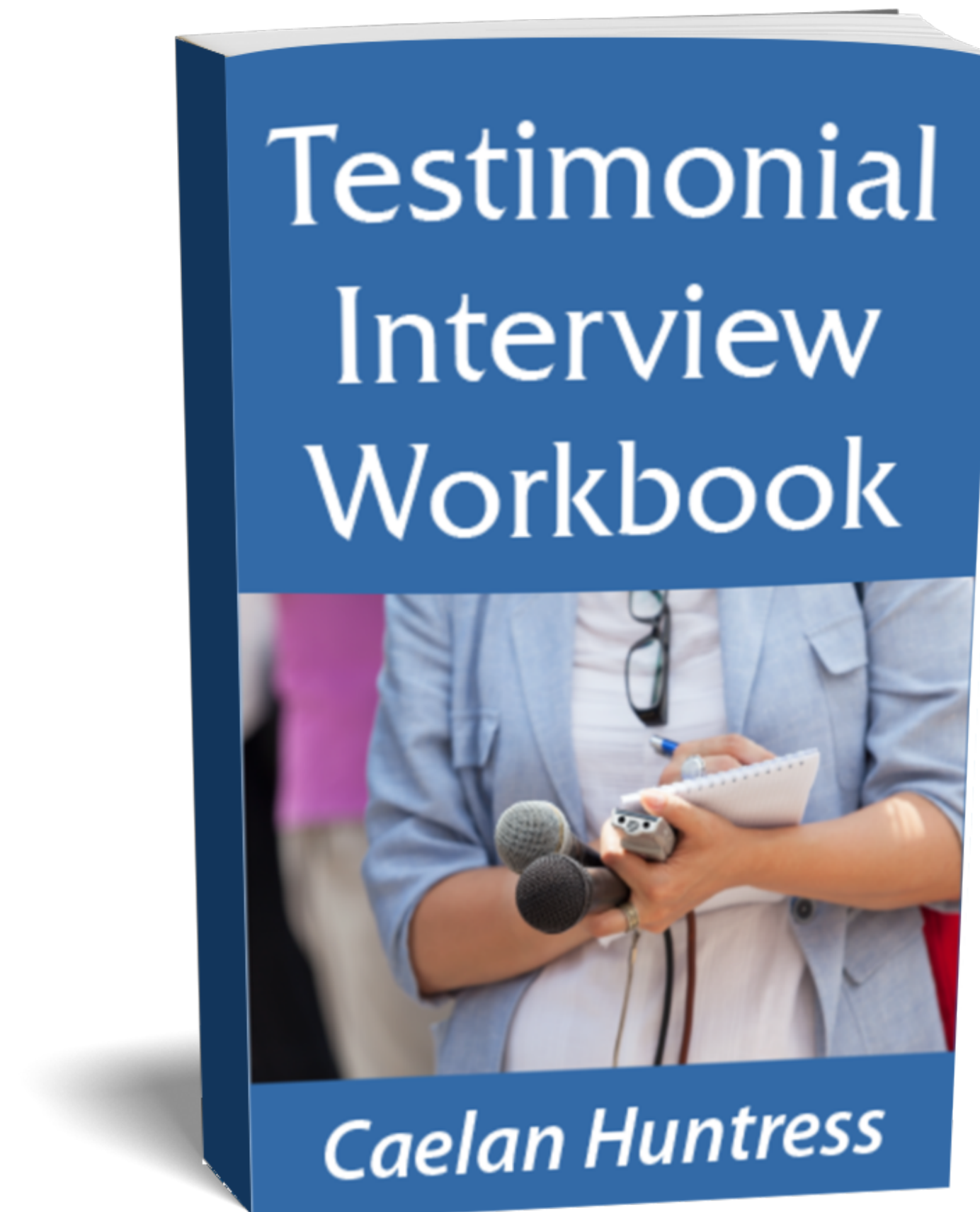
You're in the right place if you WANT...

- ◆ Shorter journey from stranger to customer
- ◆ Better clients ready to hire you right away
- ◆ High-quality reputation that precedes you

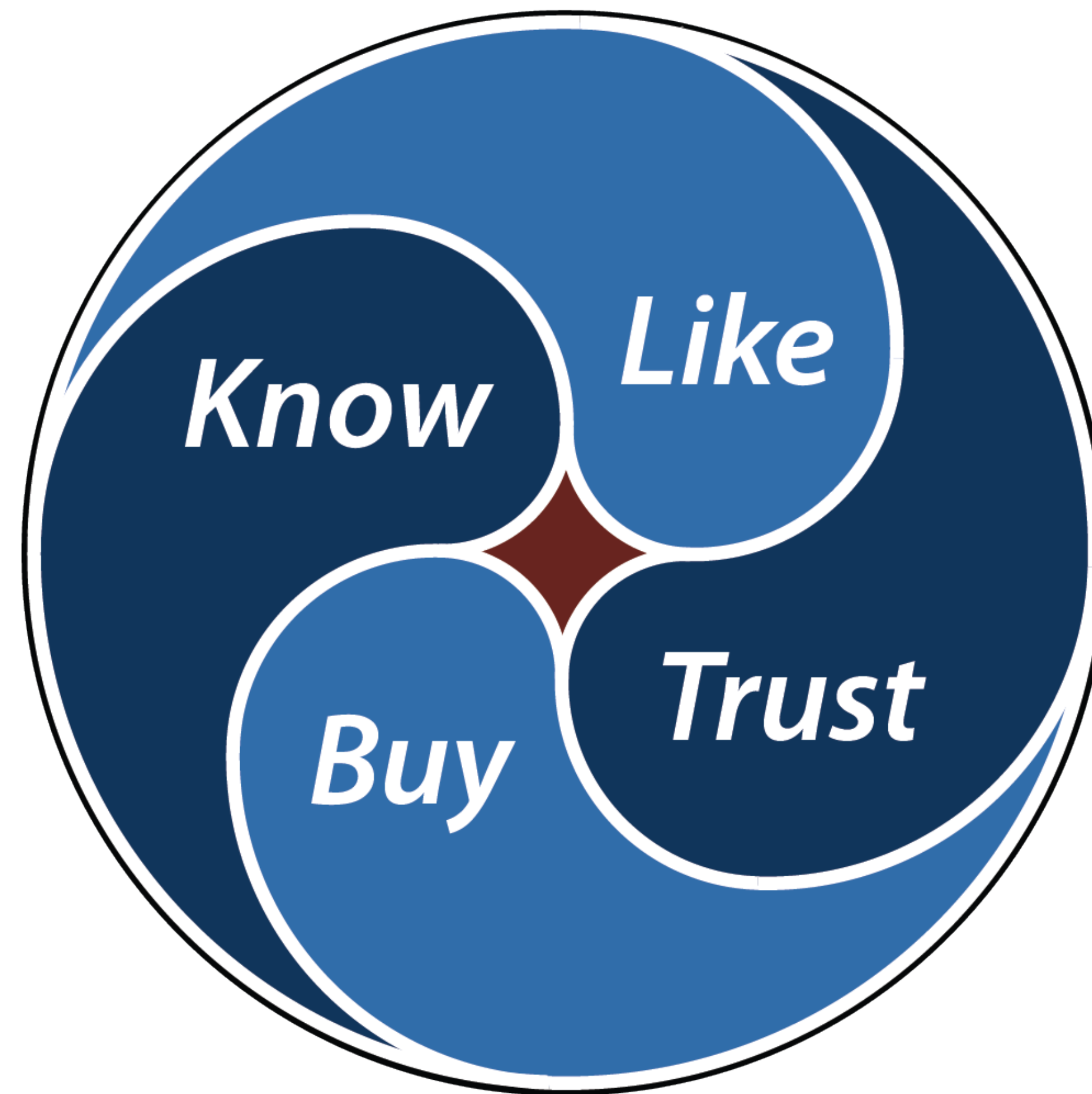
MASTERCLASS AGENDA

1. The two most profitable questions you can ask
2. How to overcome anxiety when asking for referrals
3. Increased lifetime value of referral customers
4. Little-known secrets that make testimonial collection easy
5. Calling scripts, interview questions, & action plans
6. Simple 5-Day Testimonial Collection Challenge with the [BONUS] Testimonial Interview Workbook

BONUS



4-Step Buyer Cycle





Imagine...

- ◆ Knowing just what to do when it's time to ask for a referral.
- ◆ Knowing what to say and feeling confident when you say it.

2 Most Profitable Questions



2 Most Profitable Questions

Will you refer me a new client?

Will you give me a testimonial?

B2B Referral Stats

16% higher lifetime customer value

37% higher retention, 18% lower churn

70% higher conversion, 69% faster close

1

Don't want to make
customers uncomfortable



2

Don't know what to say



3

Don't want to look foolish



4

Fear of Rejection



4 Problems:

1. Don't want to make customers uncomfortable
2. Don't know what to say
3. Don't want to look foolish
4. Fear of rejection

Hi, I'm a salesman



Mistake #1

1. I asked for a referral before providing value

Mistake #2

1. I asked for a referral before providing value
2. I asked people to volunteer their time to write testimonials on my behalf

Mistake #3

1. I asked for a referral before providing value
2. I asked people to volunteer their time to write testimonials on my behalf
3. The questions did not rise naturally out of the conversation

Wait For The Cue



Wait For The Cue

Wow
+
Thank You



Referral Script 1

“One of the reasons we worked so well together is that you (had this problem) and I (offered this solution) and you (achieved these results). Who else do you know that (faces this problem)? Do you know anybody that wants (these results)?”

Referral Script 2

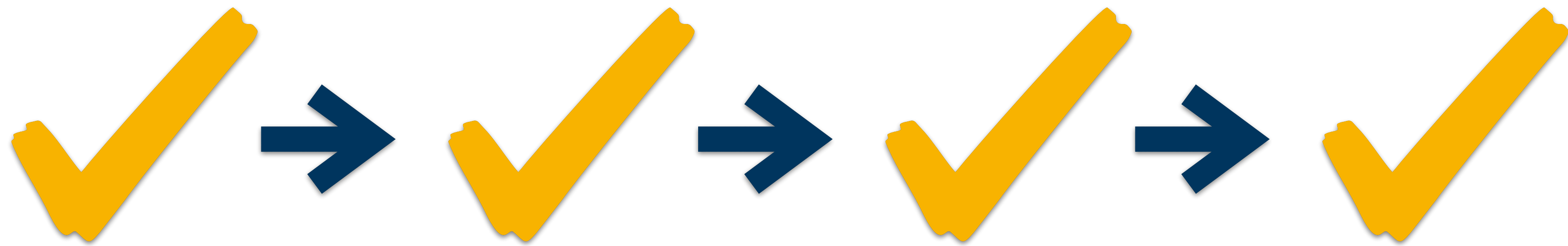
“I’m looking for X more clients right now,
people who (have this characteristic) and
(want this result.) Can you think of anyone
off the top of your head who wants to
(achieve these results)?”

Referral Script 3

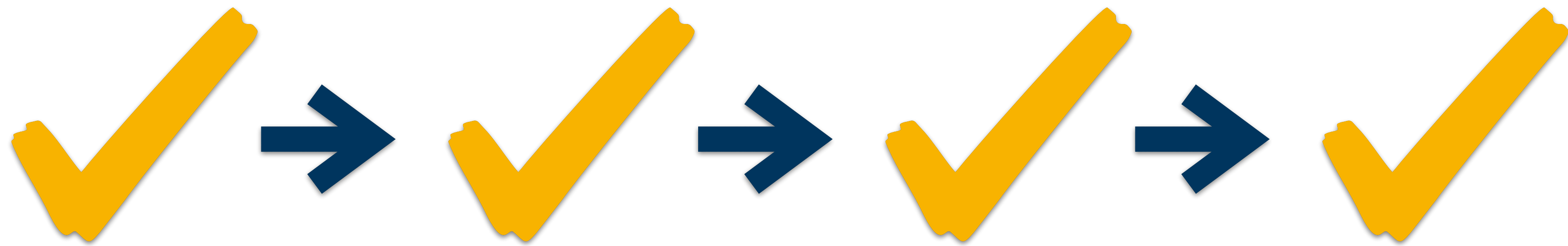
“A small business like mine depends on referrals from happy clients. Would you be willing to refer my services to people that you know? Great.

A good referral for me is someone who (is one of these job titles) and is having problems with (these types of challenges). Who is the #1 person in your network you can refer me to?”

Build a Yes Chain

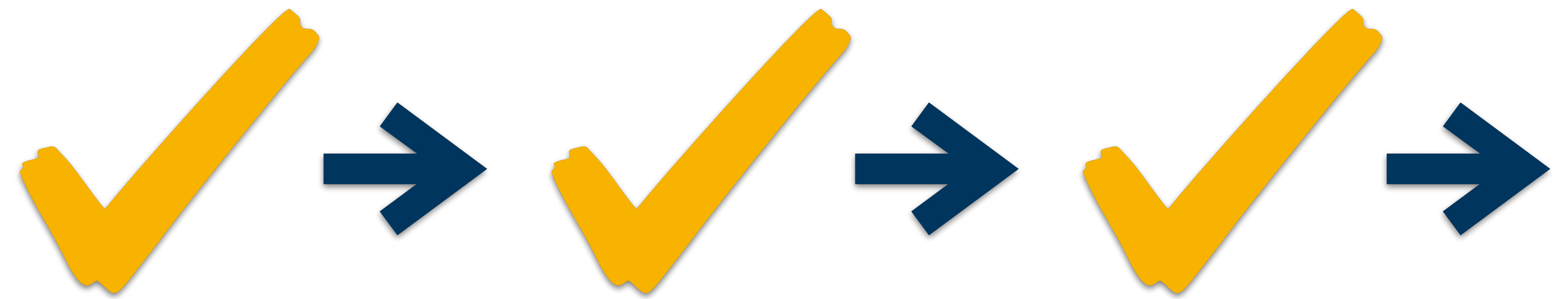


Build a Yes Chain



If you put a Roast in a Roaster,
What do you put in a Toaster?

Build a Yes Chain



If you put a Roast in a Roaster,
What do you put in a Toaster?

Practice Decide

What To Ask & When To Ask It



Fight or Flight



Thinking and Doing



Thinking and Doing



30,000 Feet vs Ground Level



Two Different Mindsets



“I regard the hunt for new clients as a sport. If you play it grimly, you will die of ulcers. If you play it with lighthearted gusto, you will survive your failures without losing sleep. Play to win, but enjoy the fun.”



- David Ogilvy

Client Quality Ladder

Referral

Commodity

Client Quality Ladder

Reputation

Referral

Price

Commodity

Client Quality Ladder

Reputation

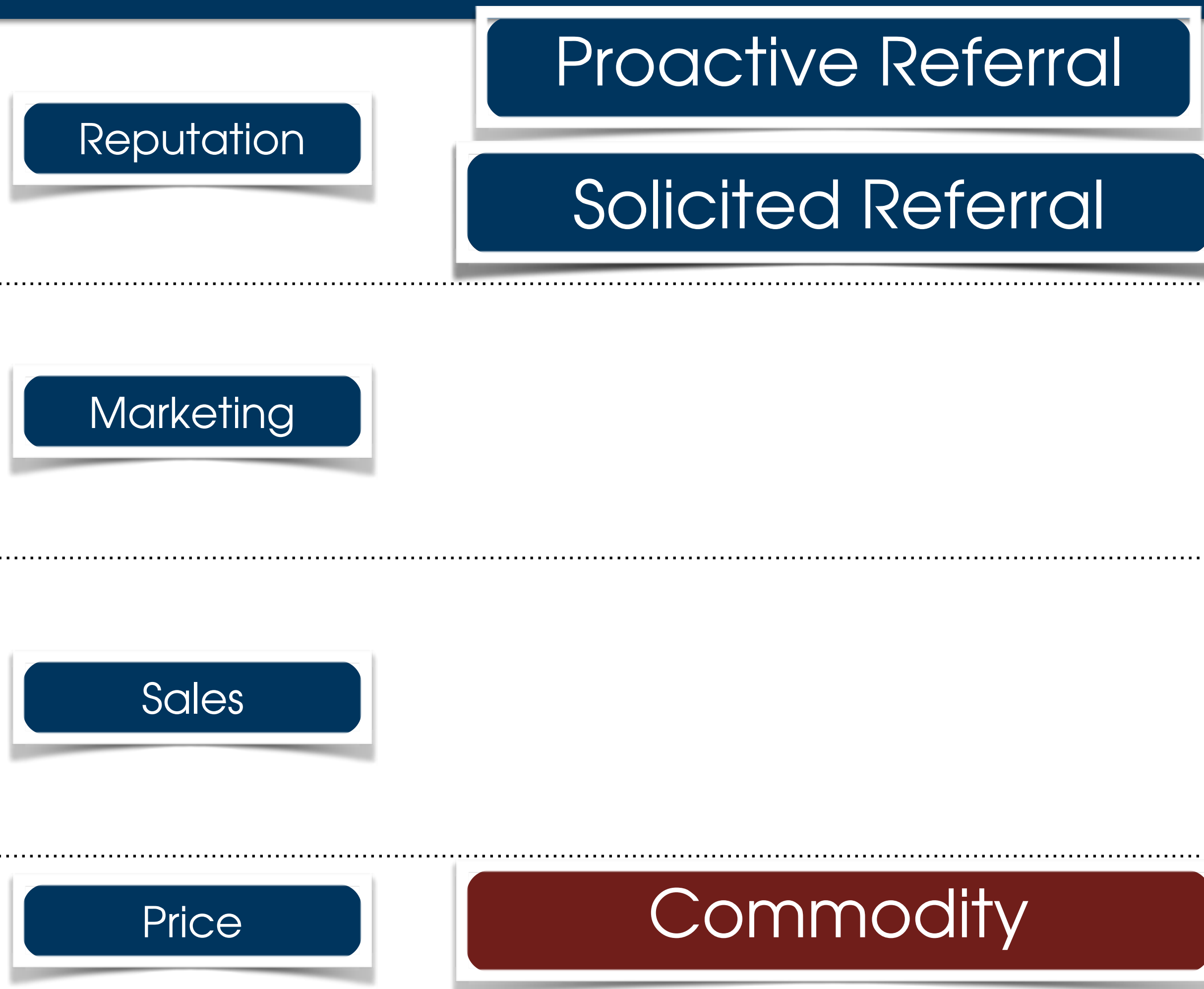
Proactive Referral

Solicited Referral

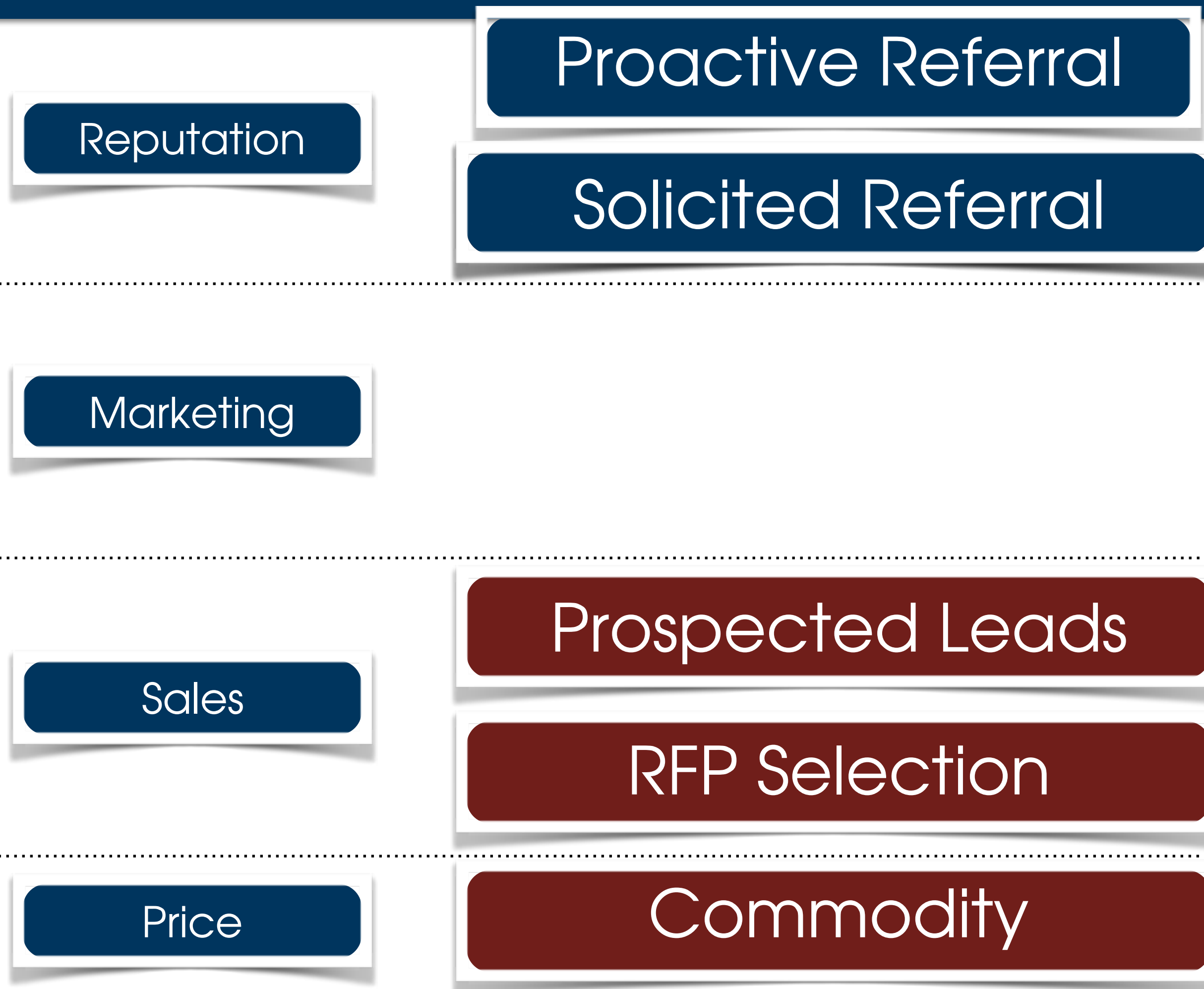
Price

Commodity

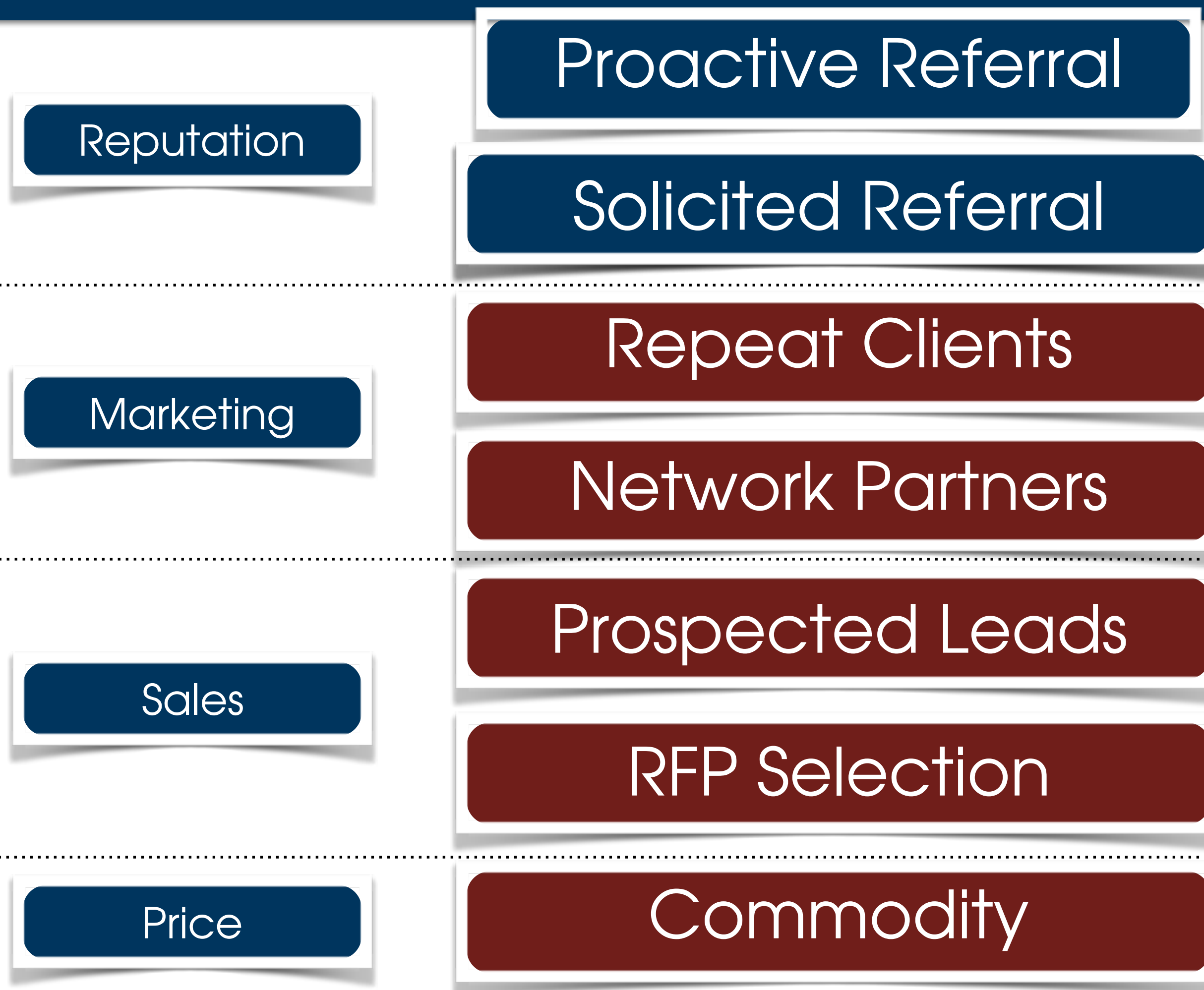
Client Quality Ladder



Client Quality Ladder



Client Quality Ladder



Client Quality Ladder



Testimonials



News Reporter Interview



Testimonial Interview

“Caelan has a great way of taking your vision and making it a reality. He works really well with visionaries – I speak it, and he makes it happen! His website design for The Aware Show really captured my personality, and his project management skills kept my entire team on track. The beautiful summits he put together helped us to grow our list and expand our audience. Caelan is always positive and keeps a positive outlook on life!”



– Lisa Garr, host of The Aware Show

Testimonial Interview

*“Caelan has a great way of taking your vision and making it a reality. He works really well with visionaries – I speak it, and he makes it happen! His **website design** for The Aware Show really captured my personality, and his **project management** skills kept my entire team on track. The beautiful summits he put together helped us to grow our list and expand our audience. Caelan is always positive and keeps a **positive outlook** on life!”*



– Lisa Garr, host of The Aware Show

They Write | You Write

Writing homework

Volunteer

Possible?

Vague

Random

Solo

Conversation

No extra work

Definite

Targeted

Specific

Teamwork

6 Questions:

1. Elevator Pitch
2. Memory Lane
3. Reason Why
4. Price or Quality
5. The Experience
6. What Would You Say

6 Questions:

1. Tell me your elevator pitch, so I can attribute your testimonial correctly.
2. How do you remember the two of us starting to do business together?
3. What was the reason you chose to work with me?
4. Was price the most important factor in your decision, or was it something else?
5. Tell me about the experience of working with me.
6. If someone called you and asked if they should do business with me, what would you tell them?

Sequential Gardening



Platform



4 Levels of Platforms:

4.

3.

2.

1.



4 Levels of Platforms:

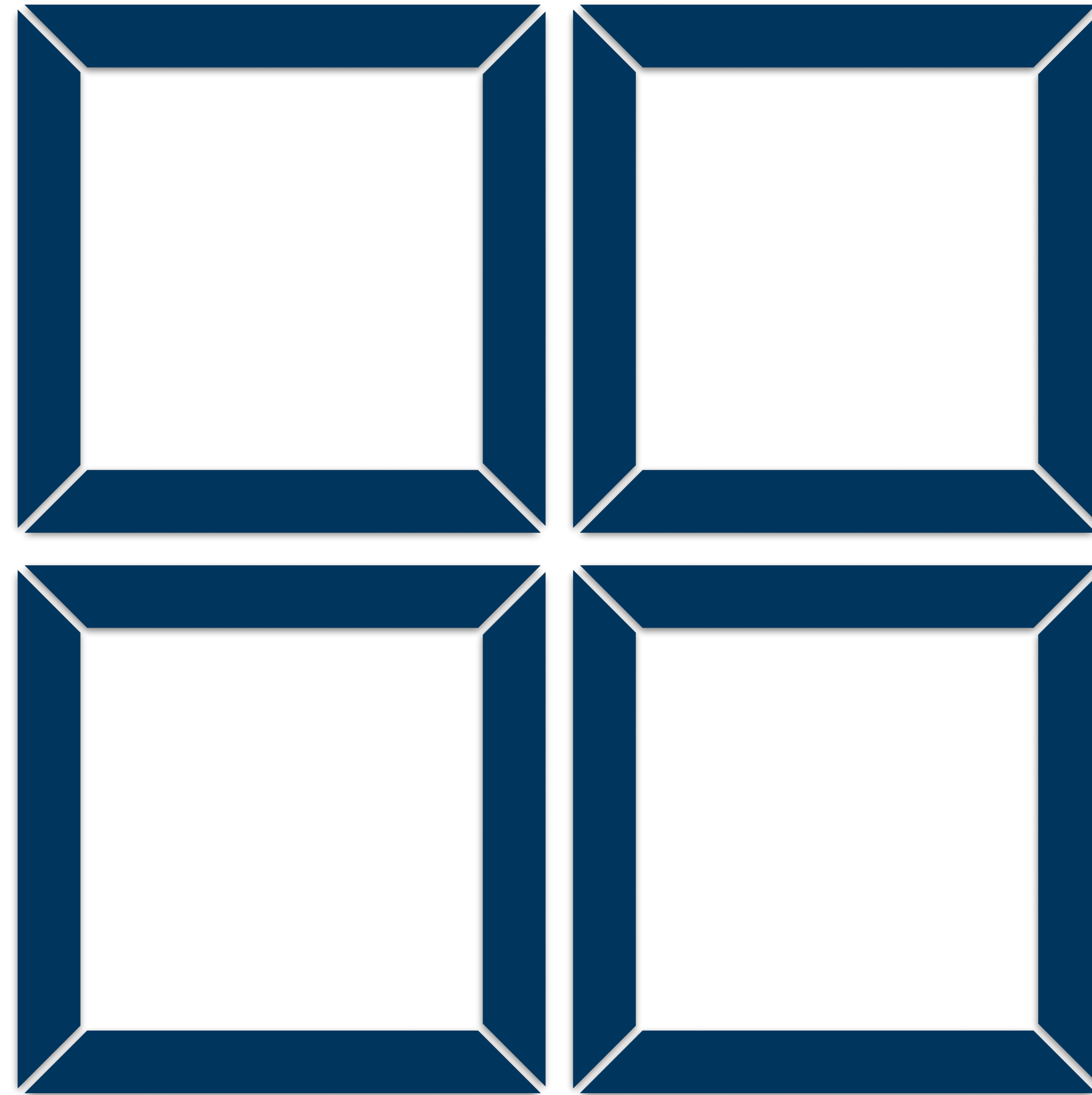
- 4. Stadium
- 3. Stage
- 2. Showroom
- 1. Soapbox



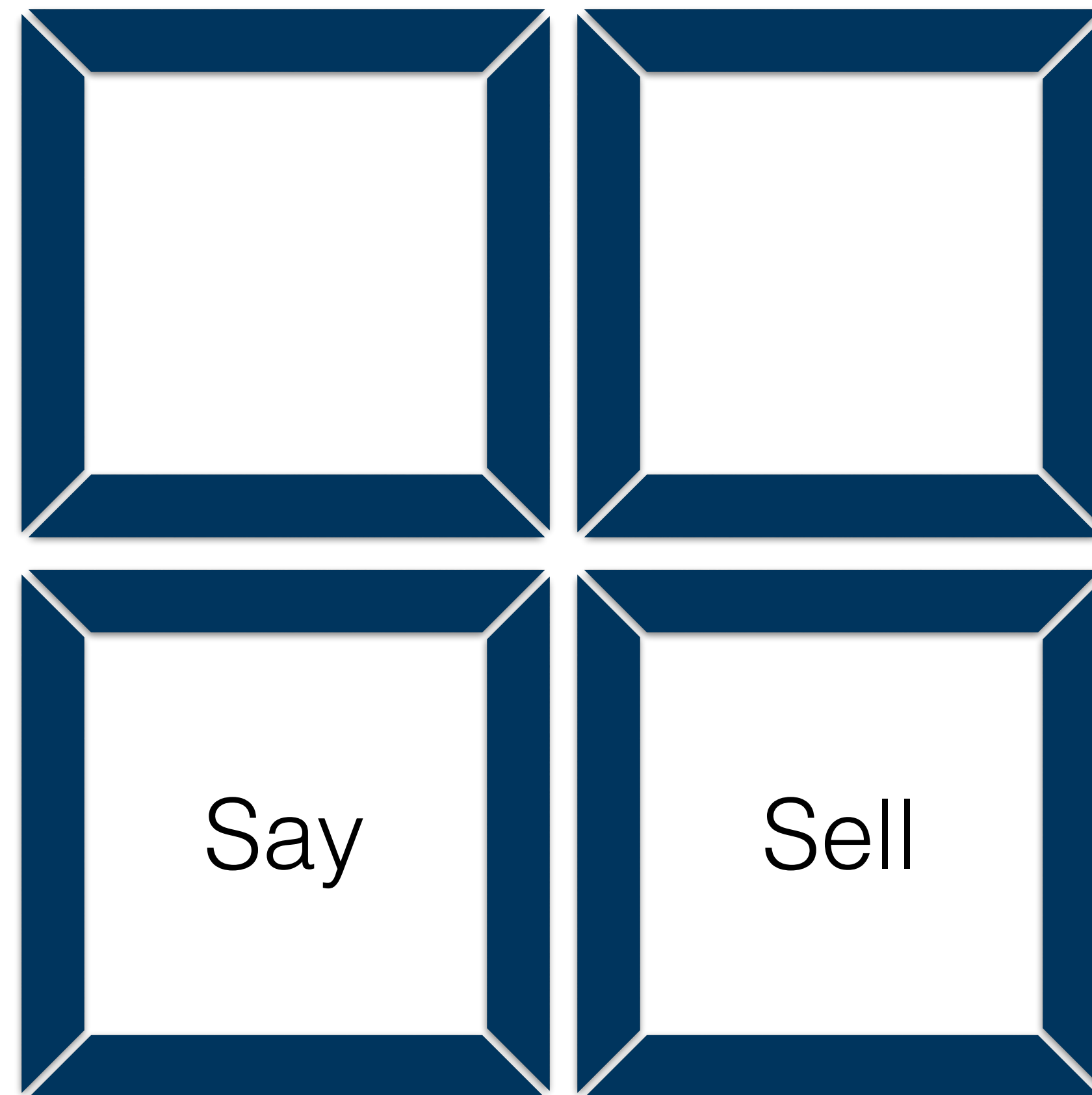
4 Levels of Platforms:

Platform Level	Reach	Focus	Sell	By the
Stadium	15,000	Thinking	Ideas	Impact
Stage	1,500	Making	Products	Outcome
Showroom	150	Freelancing	Services	Project
Soapbox	15	Gigging	Tasks	Hour

4 Cornerstones



4 Cornerstones

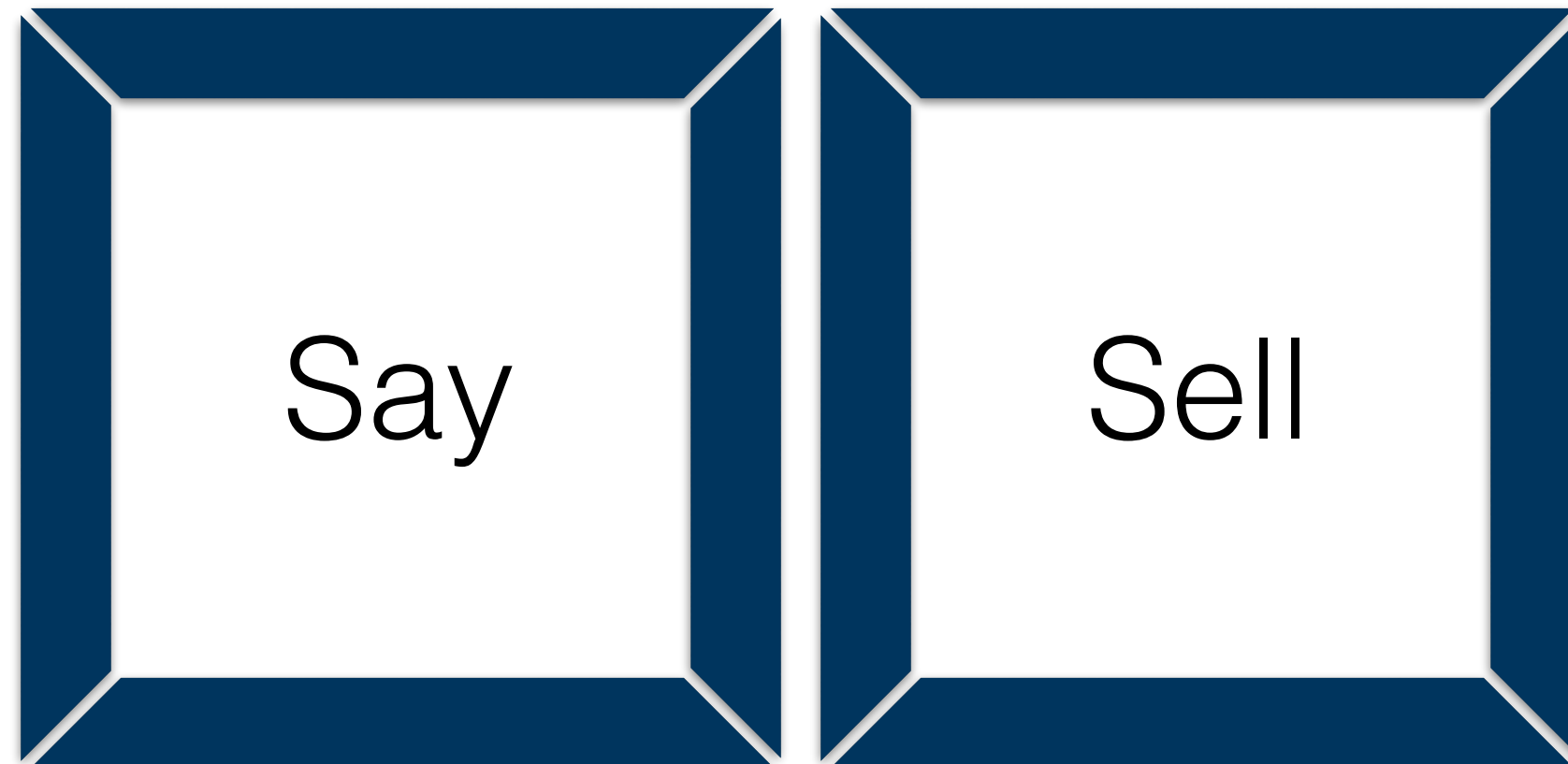


4 Cornerstones

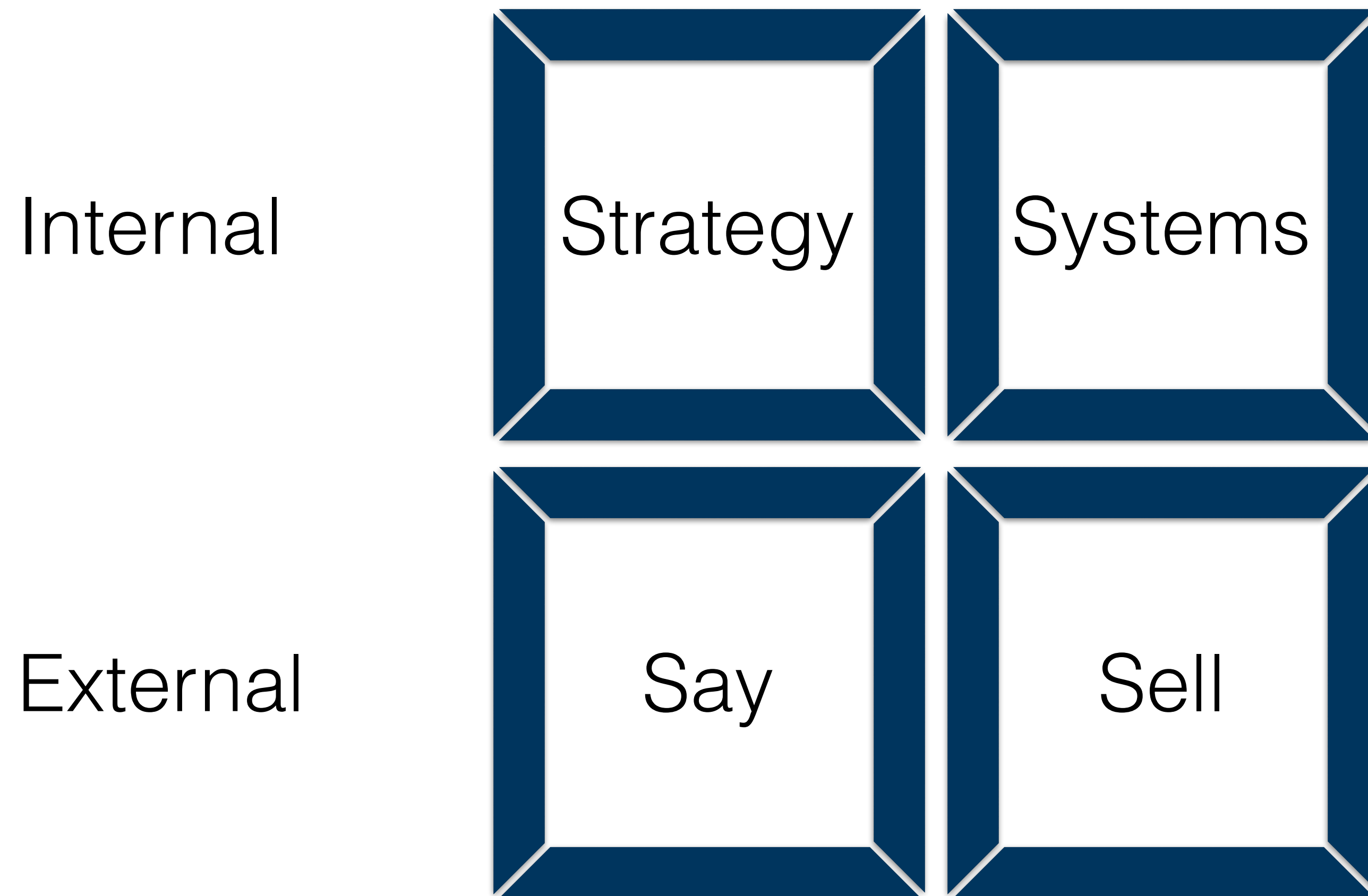
Internal



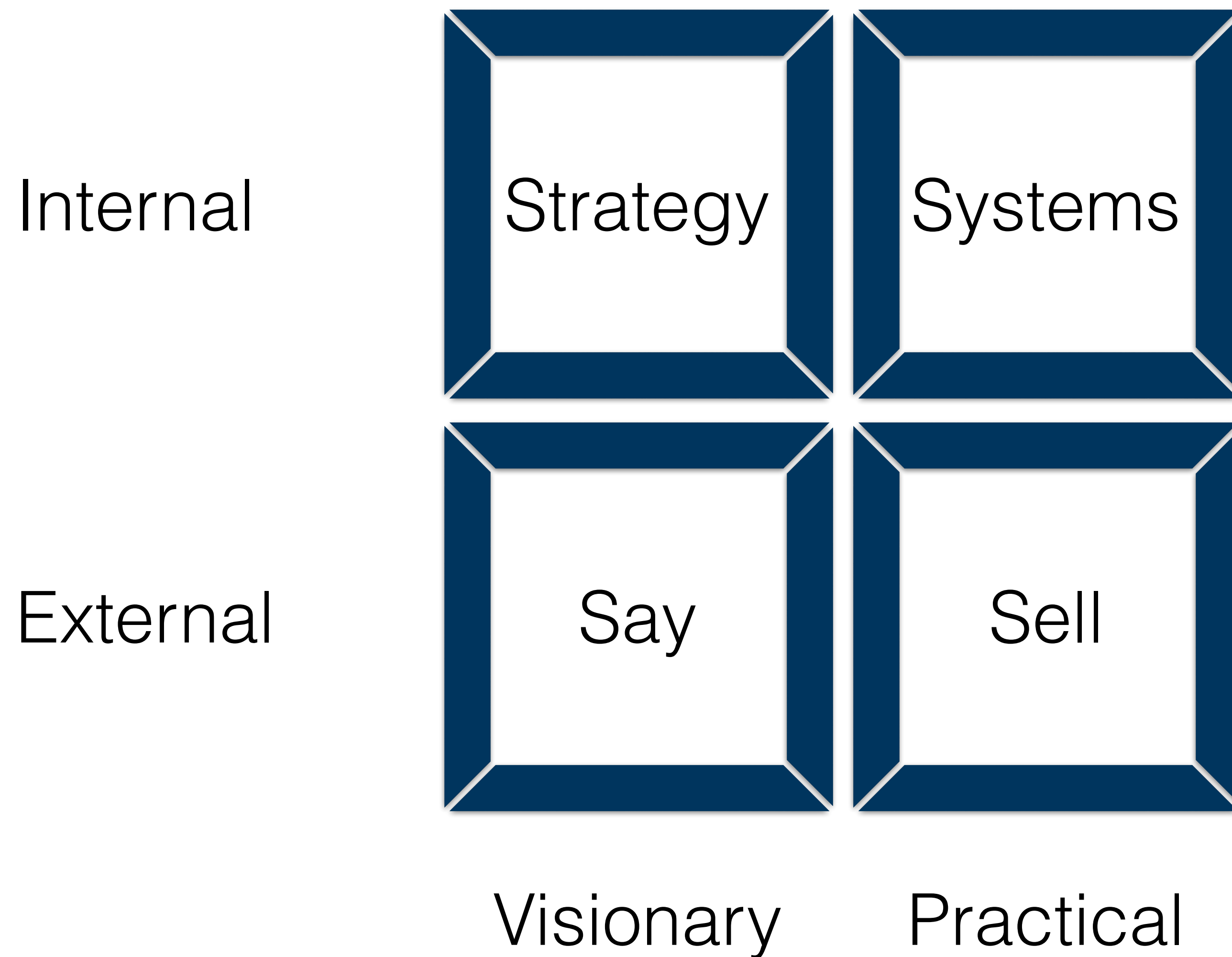
External



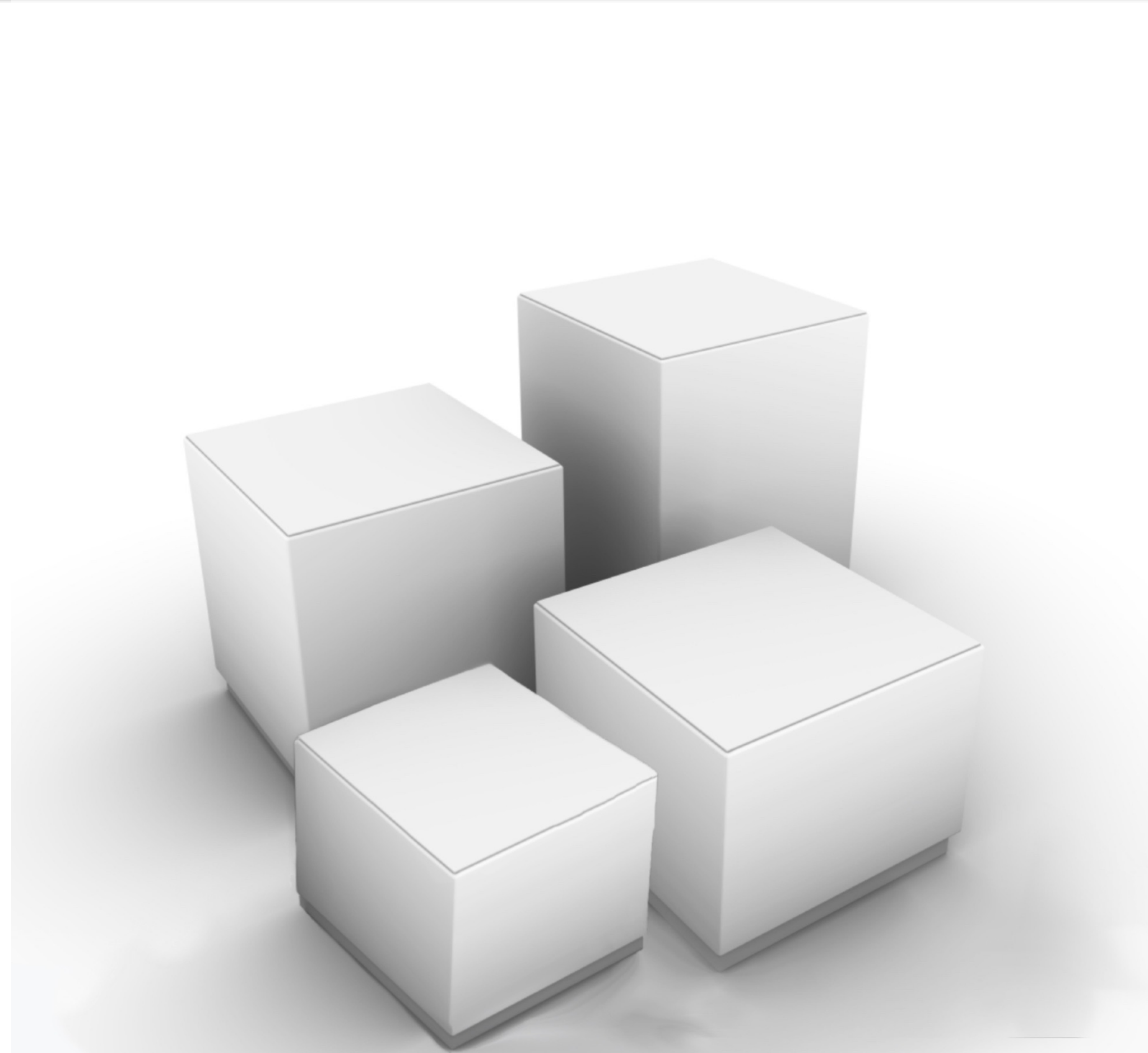
4 Cornerstones



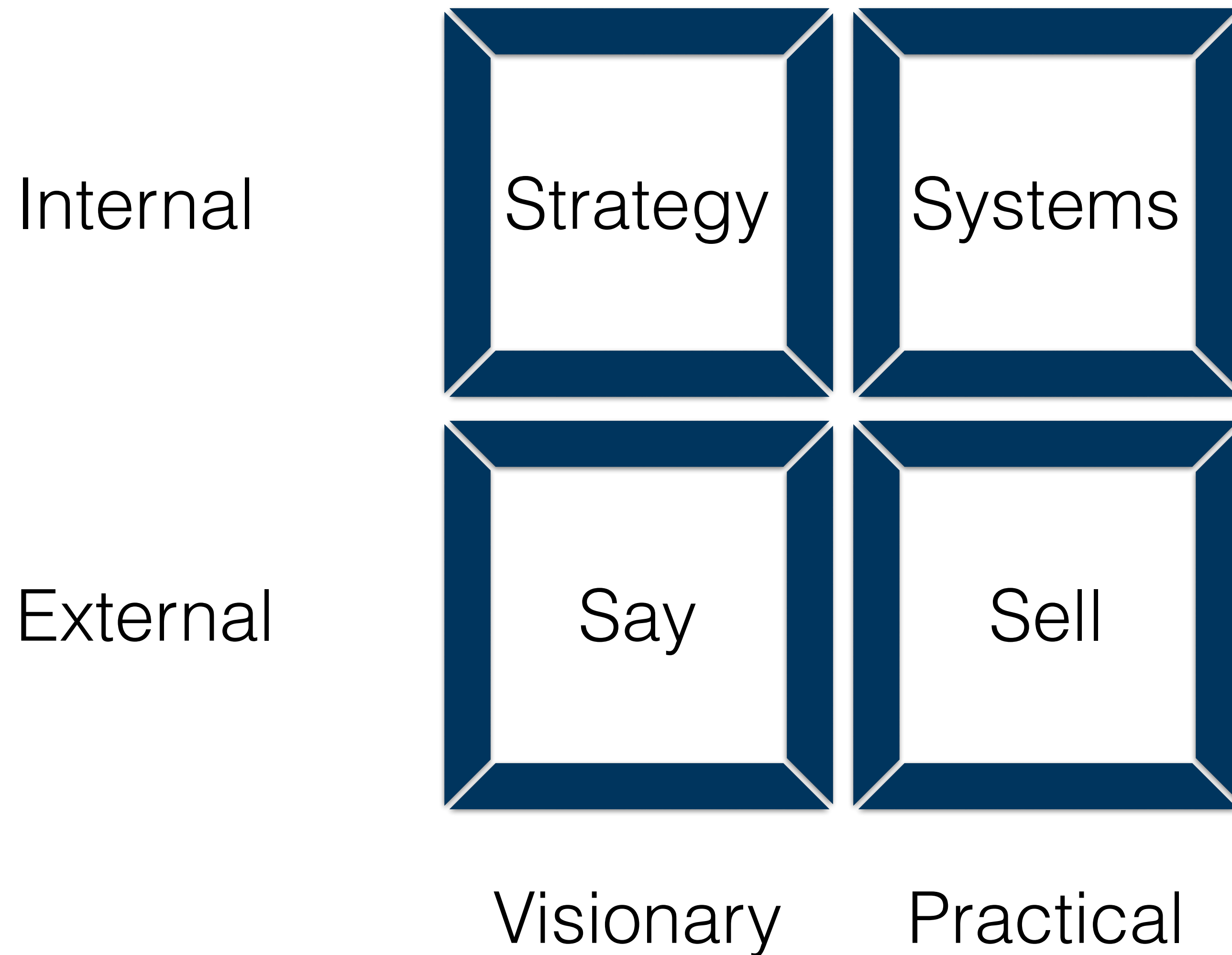
4 Cornerstones



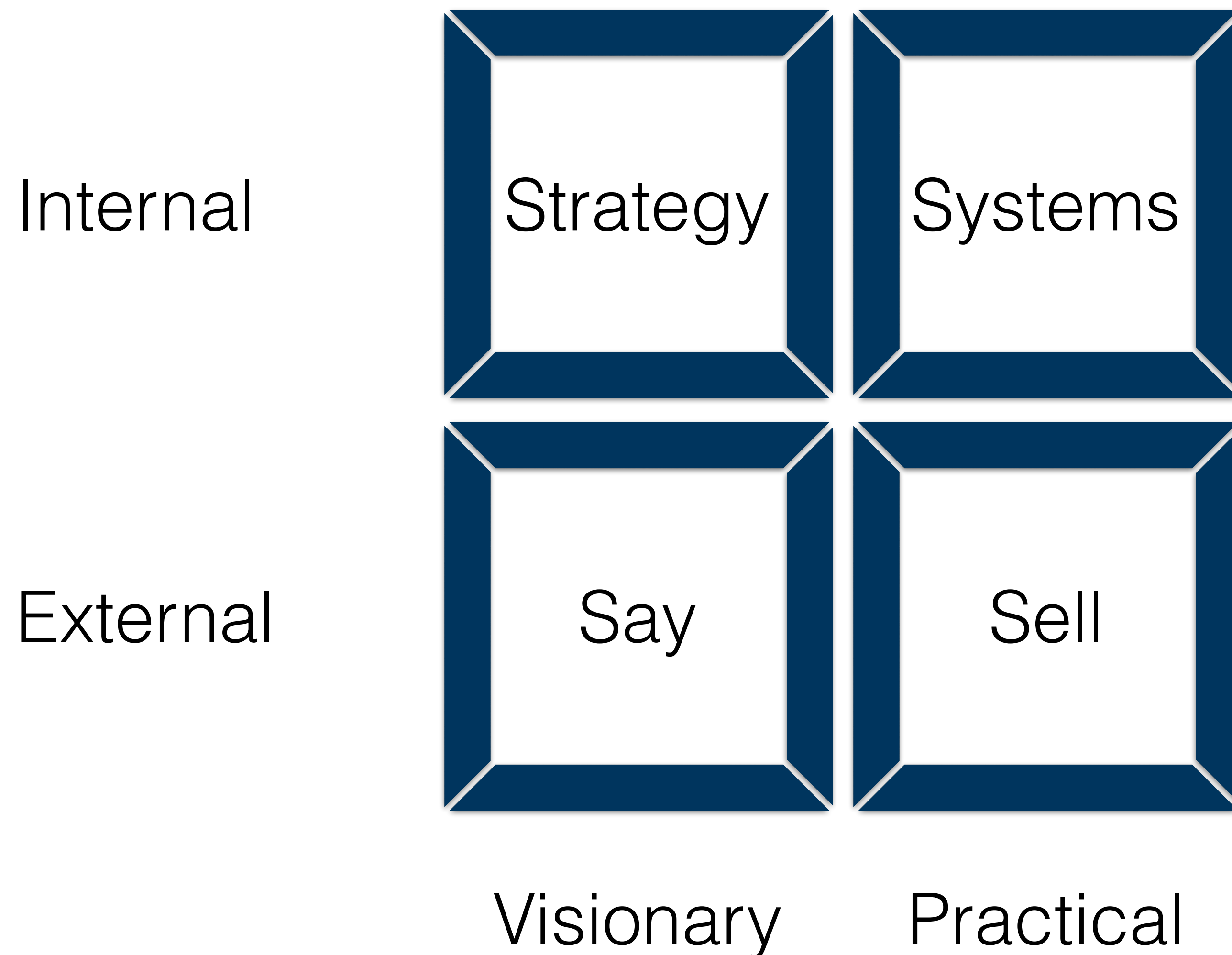
4 Cornerstones



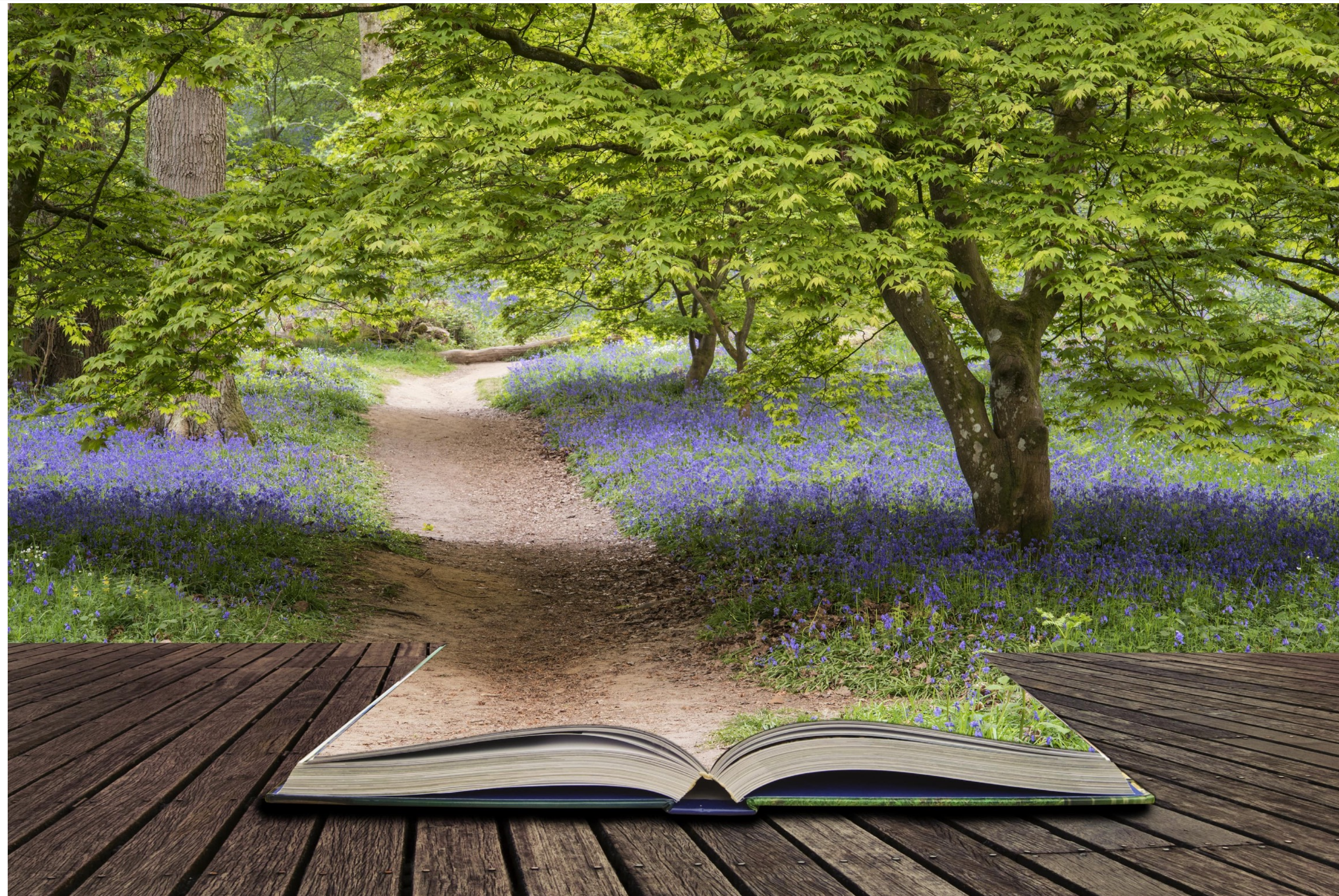
4 Cornerstones



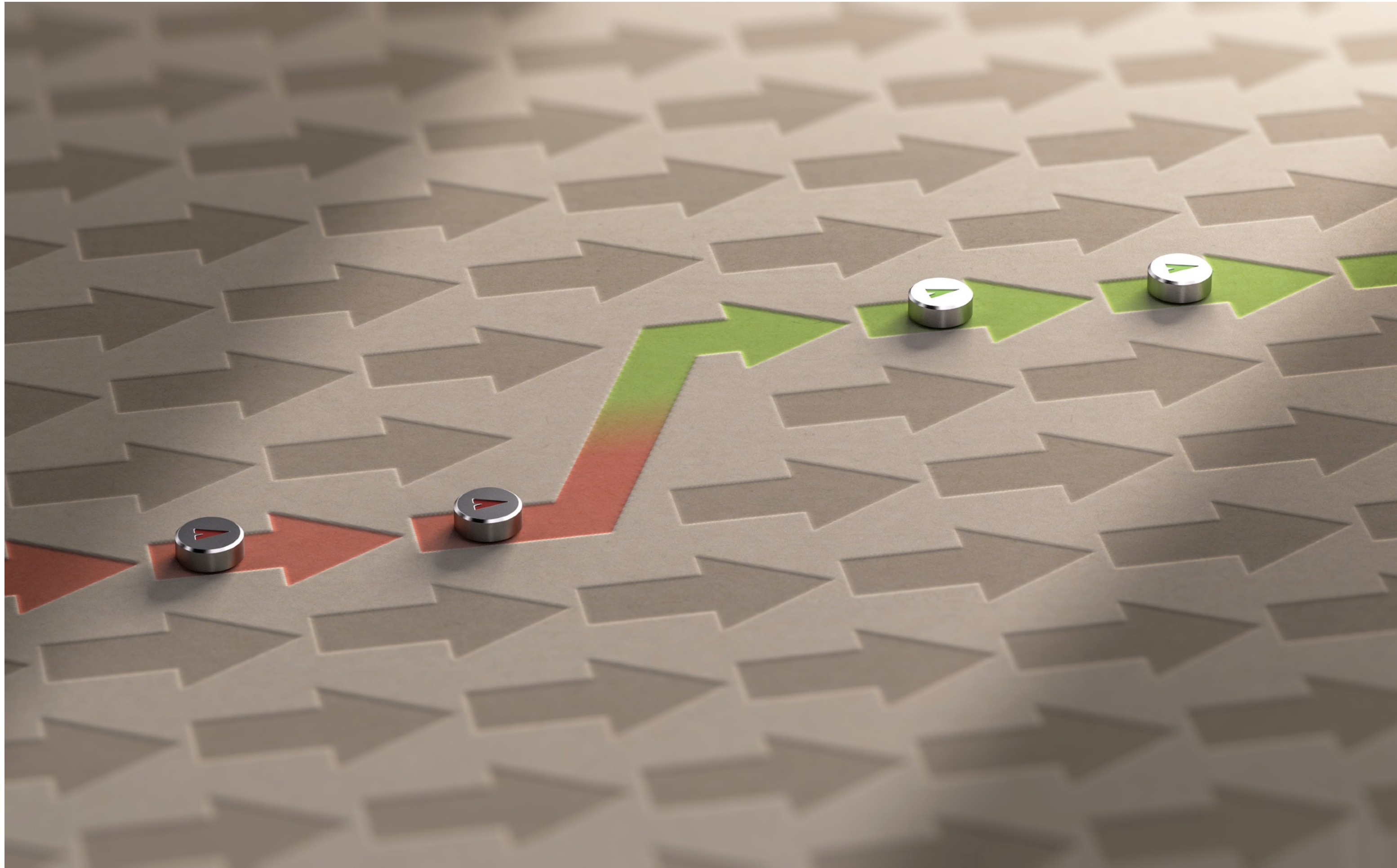
4 Case Studies



Case Studies Are Storytelling



Before And After



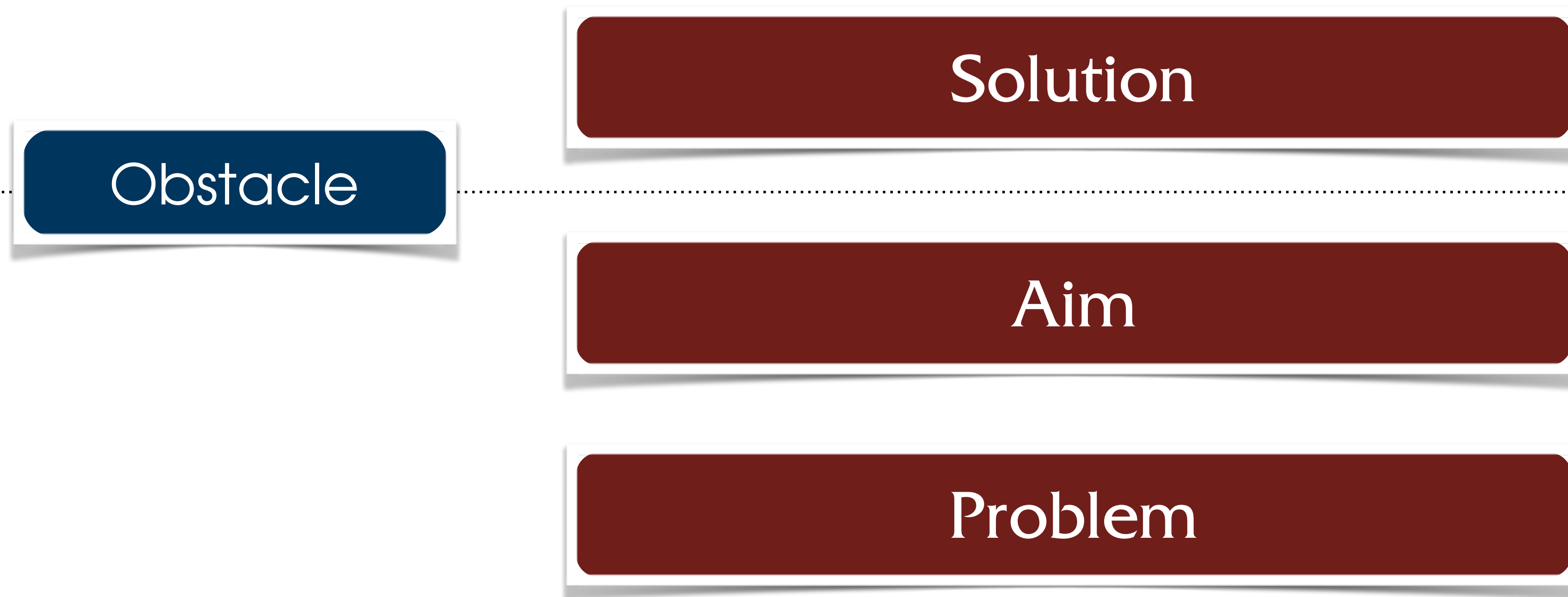
Case Study Formula

Solution

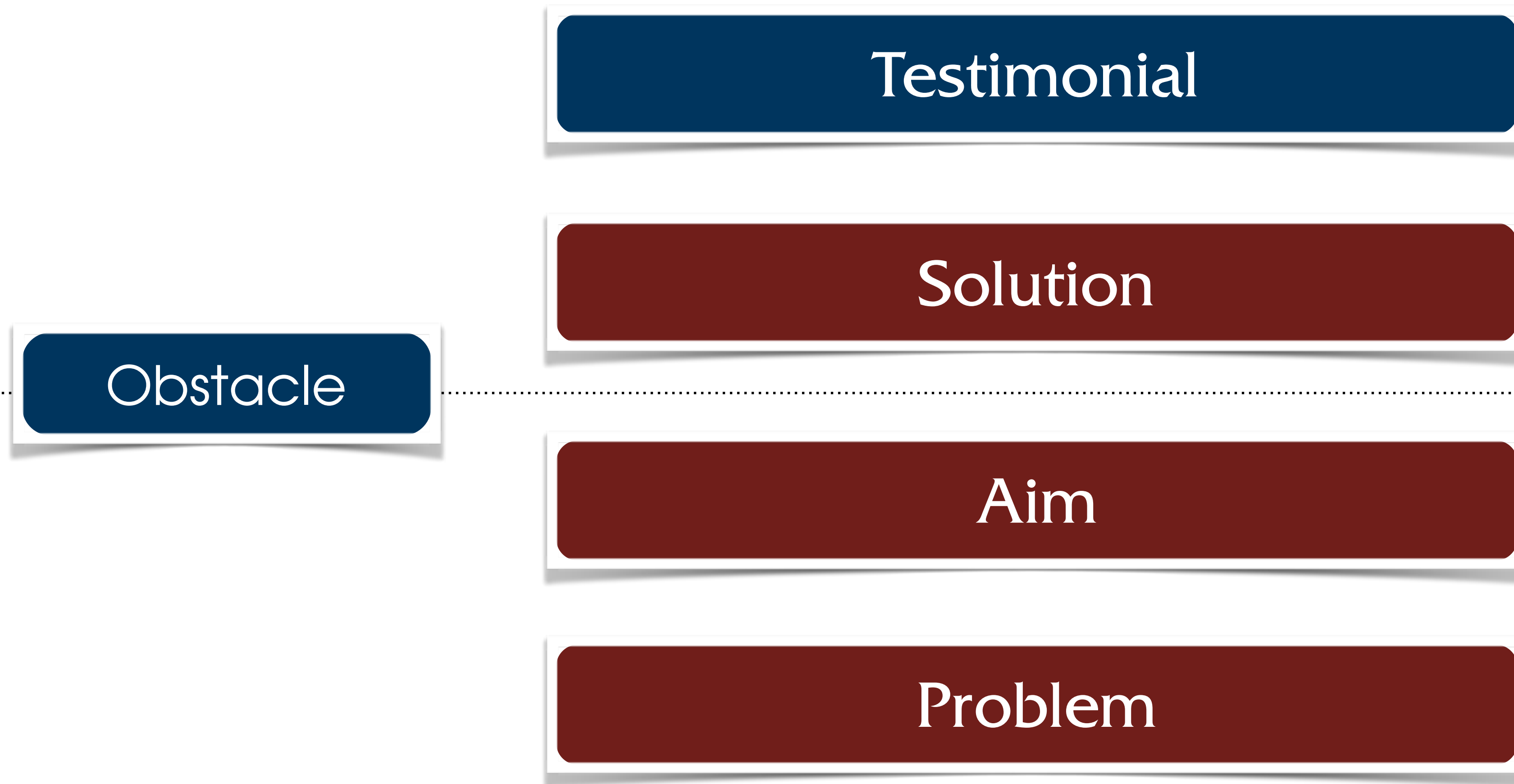
Aim

Problem

Case Study Formula



Case Study Formula



Case Studies Statistics

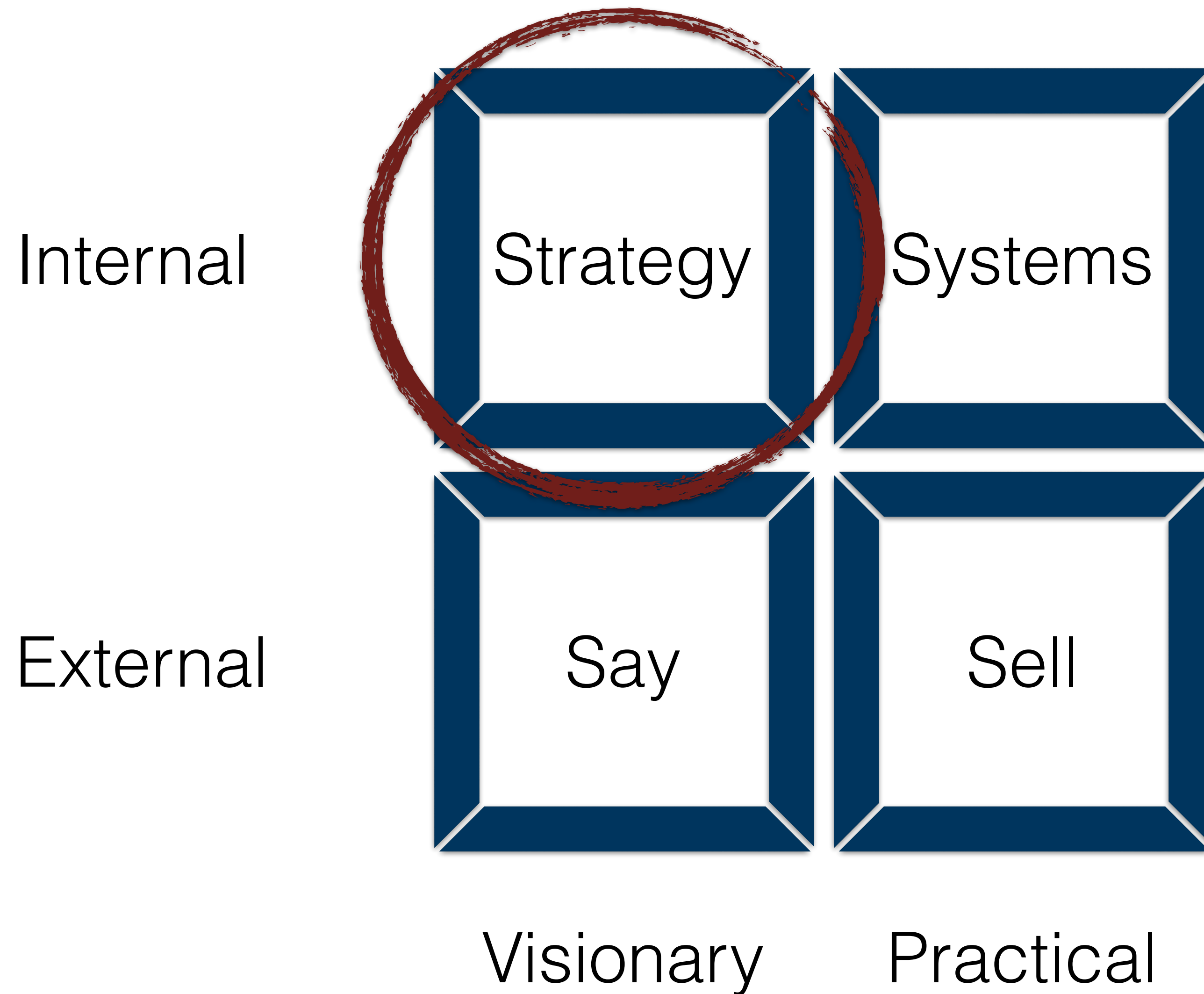
70% of B2B buyers found testimonials and case studies the most influential types of content

Case Studies Statistics

70% of B2B buyers found testimonials and case studies the most influential types of content

Using Case Studies in email grew sales by 185%, increased closing ratio by 70%

4 Case Studies





Inspire • Grow • Change

LISA GARR *presents*

the  *aware show*



Inspire • Grow • Change

LISA GARR *presents*

the aware show

Exclusive Limited
REPLAYS Available Now!



the aware show

NeuroSummit III

10 specialists help you wire for an optimum life!



WITH
LISA
GARR



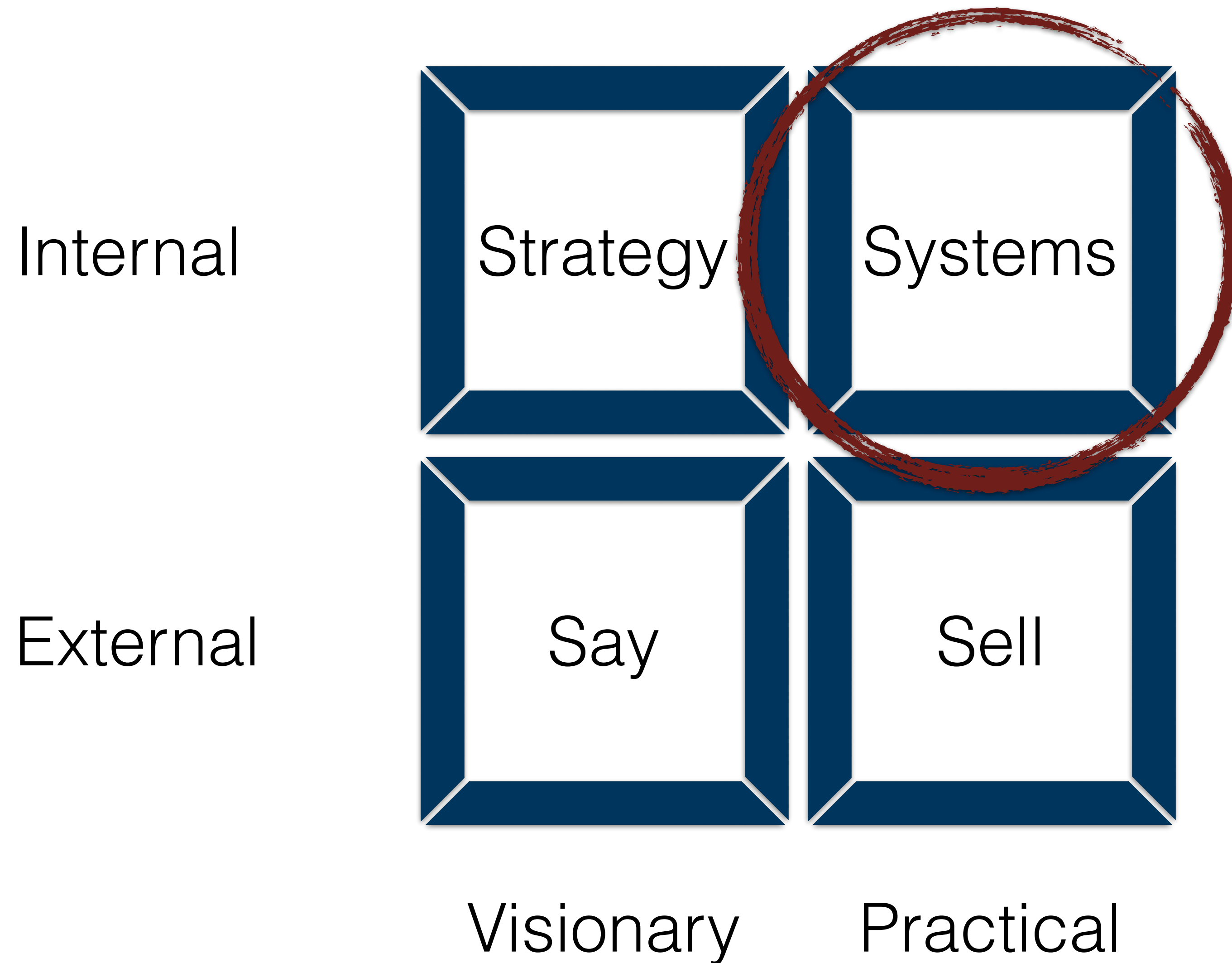
“Caelan has a great way of taking your vision and making it a reality. He works really well with visionaries – I speak it, and he makes it happen! His website design for The Aware Show really captured my personality, and his project management skills kept my entire team on track. The beautiful summits he put together helped us to grow our list and expand our audience. Caelan is always positive and keeps a positive outlook on life!”

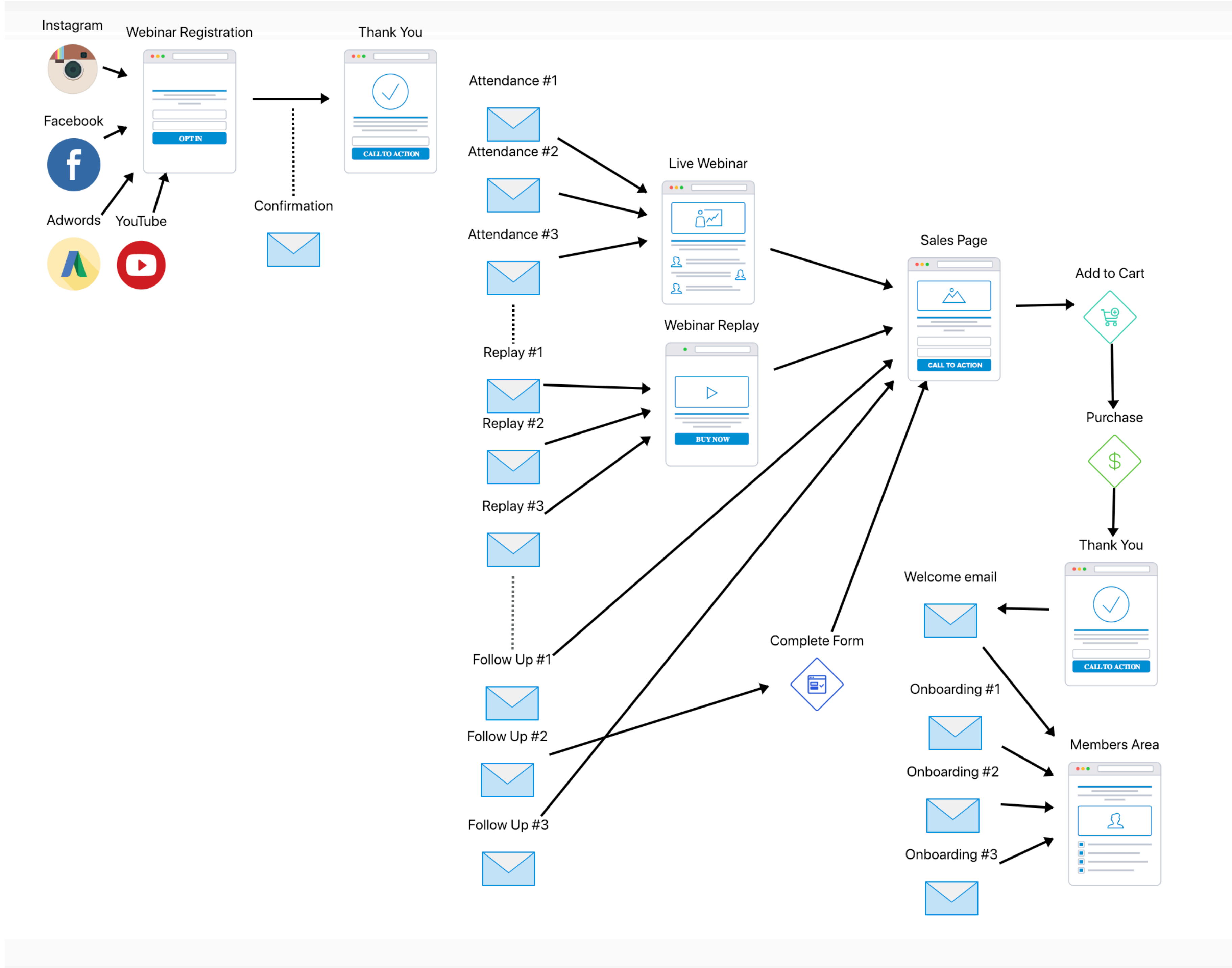


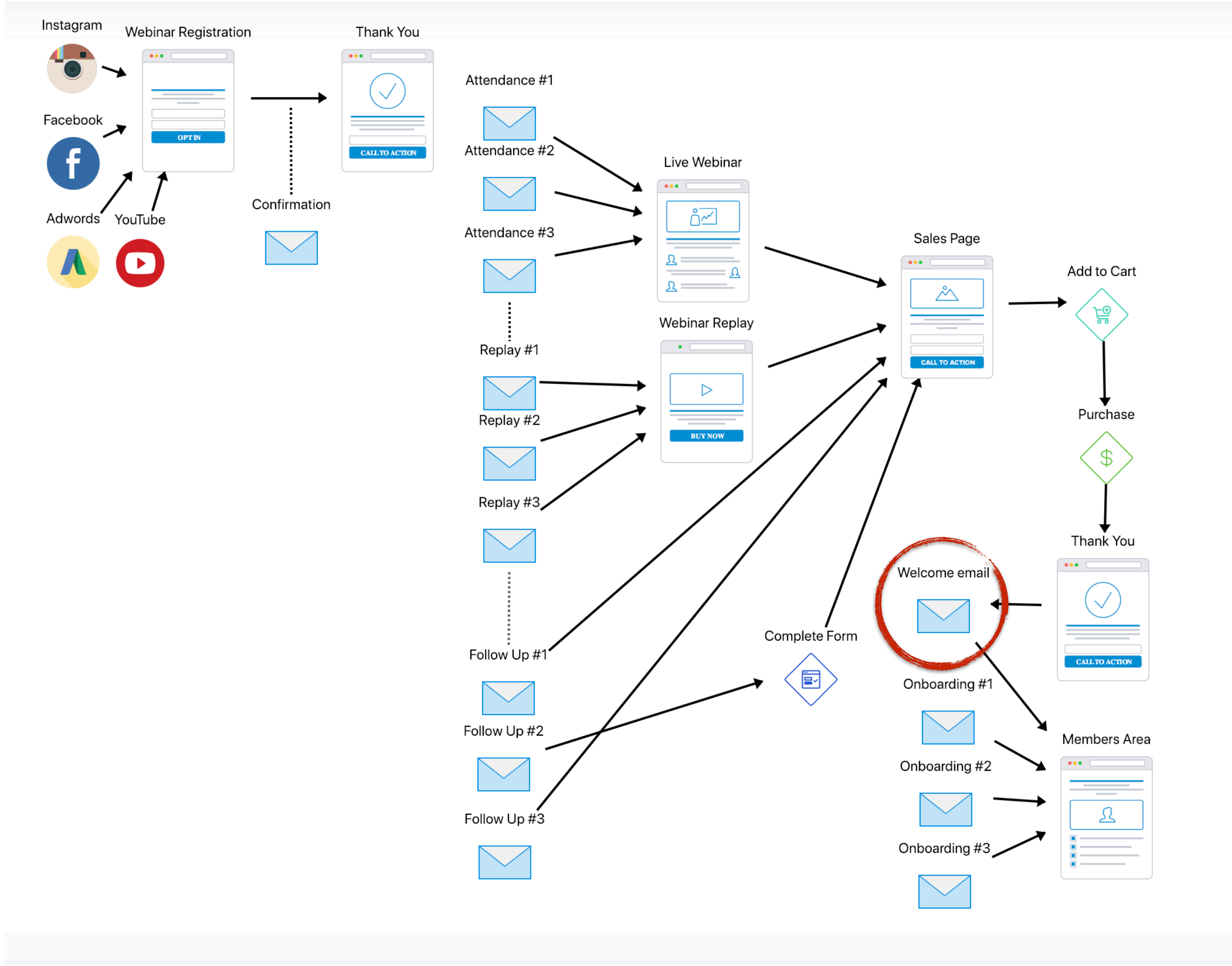
Lisa Garr

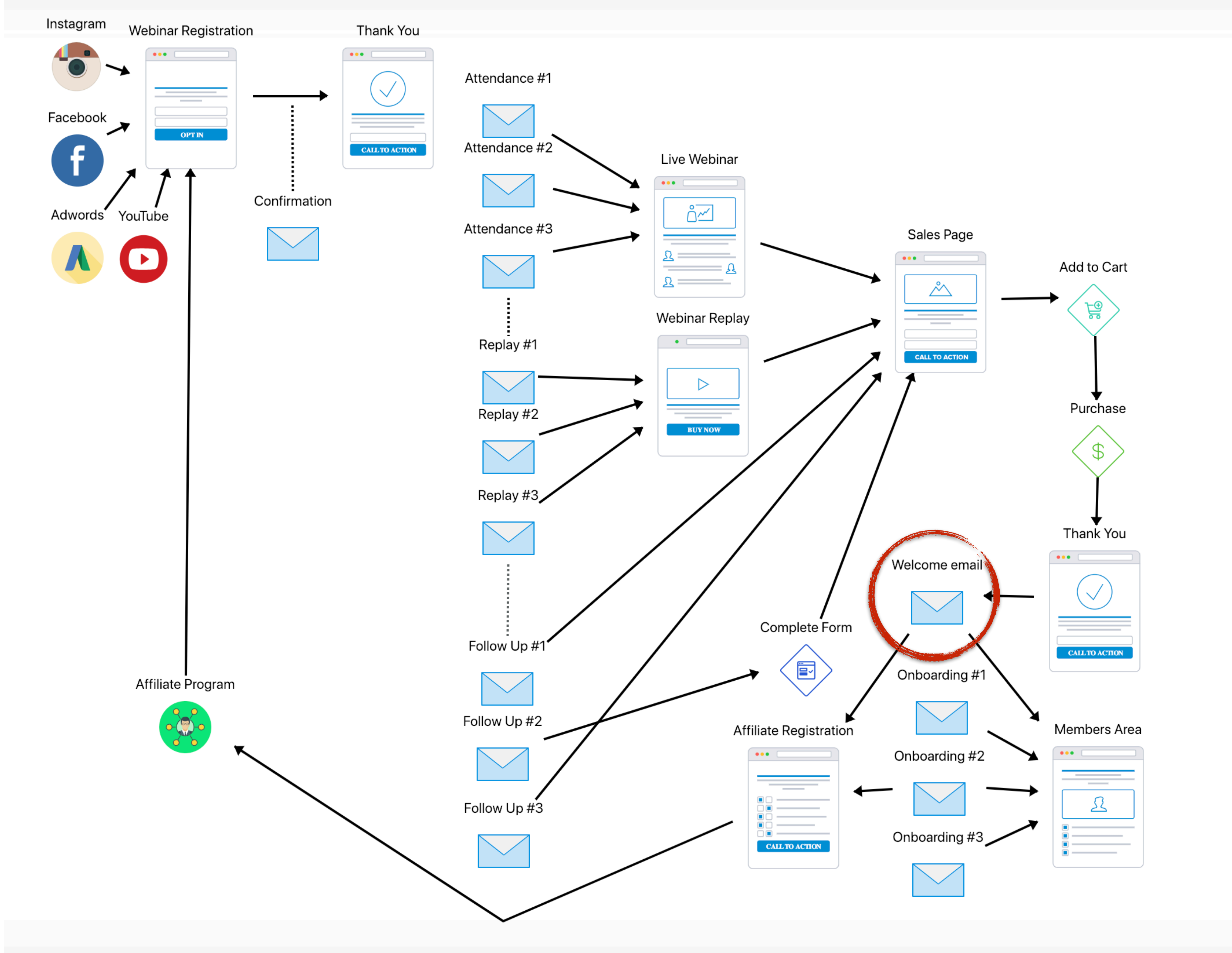
Nationally Syndicated Host of The Aware Show

4 Case Studies







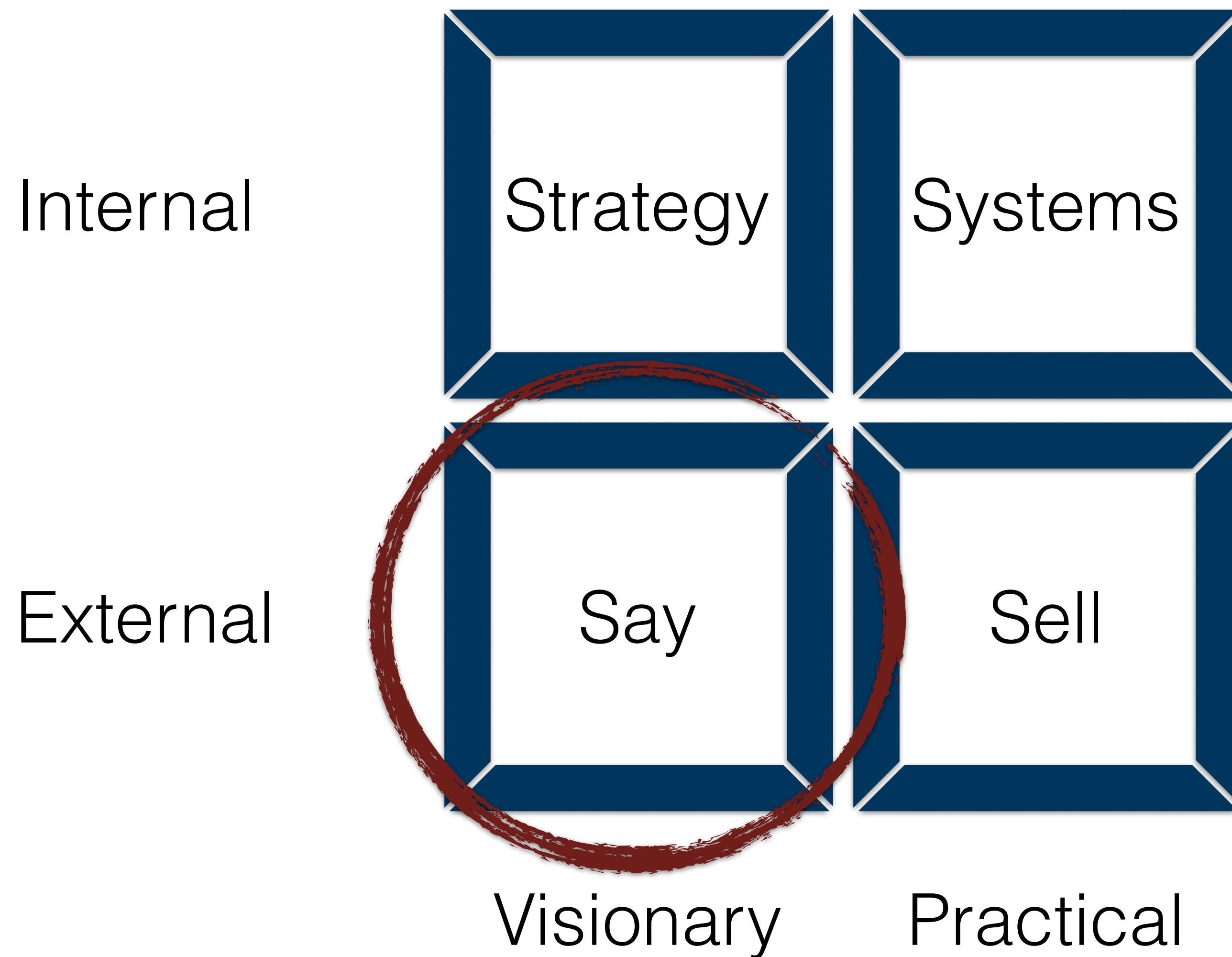


“Not only was Caelan highly proficient in his professional skills, but he was also amazing to work with. His positive attitude helped make the project run smoothly and on time. I was impressed by the way he projected integrity in everything he did.”



–James Twyman
New York Times Bestselling Author

4 Case Studies



Why Do Millions Say Meditation Helps?

Guided Meditation May Help With Chronic Pain And Other Health Conditions



[Facebook](#) [Twitter](#) [Google+](#)



Meditation has been shown to:

reduce pain [\(1\)](#)

boost immunity [\(3\)](#)

decrease inflammation [\(2\)](#)

reduce stress [\(4\)](#)

...returning the body to its natural healing state.



"Your body knows how to heal itself.

You only need to relax into a healing state that can transform stress into healing energy."

Lee Holden, LAc, D.C.M.

Qi Gong Teacher

About Lee Holden

Lee first discovered the healing power of Qi Gong after experiencing injuries that nearly sidelined his Varsity Soccer career at the University of California, Berkeley.

Thanks to his studies in Chinese medicine, travels abroad, study with a variety of masters, and after decades of focused learning, practicing, and

Welcome to Guided Healing Meditations

This is a series of three courses, based on the Three Treasures of Taoist philosophy - **Jing, Qi, and Shen**.

Each course corresponds to one of these primary aspects of our being:

- **Jing - Matter:** our body and the world around us, made of the Five Elements
- **Qi - Energy:** our mind, emotions, and Qi, which can be mastered through Energy Healing practices
- **Shen - Spirit:** our consciousness and sense of beingness, which can be experienced at deeper and deeper levels through the Body of Light meditations

These may be done in any order, and you may wish to return to them often, as all three aspects keep being an important part of us throughout

First time here? See below for important information on how to get the most out of this program.

Whenever you're ready, you may click any of the logos to go to that course:



Jing (Matter) the body, and the world around us



Qi (Energy) the mind, emotions, and internal energy



Shen (Spirit) the consciousness, sense of beingness,
and connection to the divine

How To Get The Most From This Training

Finding Your Way Around

You can navigate between the different lessons in the menu on the right (or near the bottom of the page, if you're on a small screen).

Brought to you by



Course Syllabus

JING: Five Elements

Introduction

Elemental Metal
Meditation

Elemental Water
Meditation

Elemental Wood
Meditation

Elemental Fire
Meditation

Elemental Earth
Meditation

Qi: Energy Healing

Welcome

Organ Cleansing

Meditation on the
Breath

Dissolving Meditation

Ice to Water Meditation

Bone Breathing

Mind Moves the Qi
Meditation

Three Treasures

SHEN: Body of Light

Welcome to the Body of
Light Meditations

Tapping Into Your
Infinite Potential

The Breath of Life

You Are Light

The Three Treasures

The Microscopic Orbit

Forming the Pearl of
Consciousness

Meditation

Join The Free 5-Day Qi Gong Mini-Course

*Lower Your Stress, Increase Your Flexibility, & Feel Better
In Just 7 Minutes A Day*

Get Started RIGHT AWAY - Opt-In Here

☒ **CLICK HERE TO START NOW!**

 We respect your privacy and have a ZERO TOLERANCE for spam.

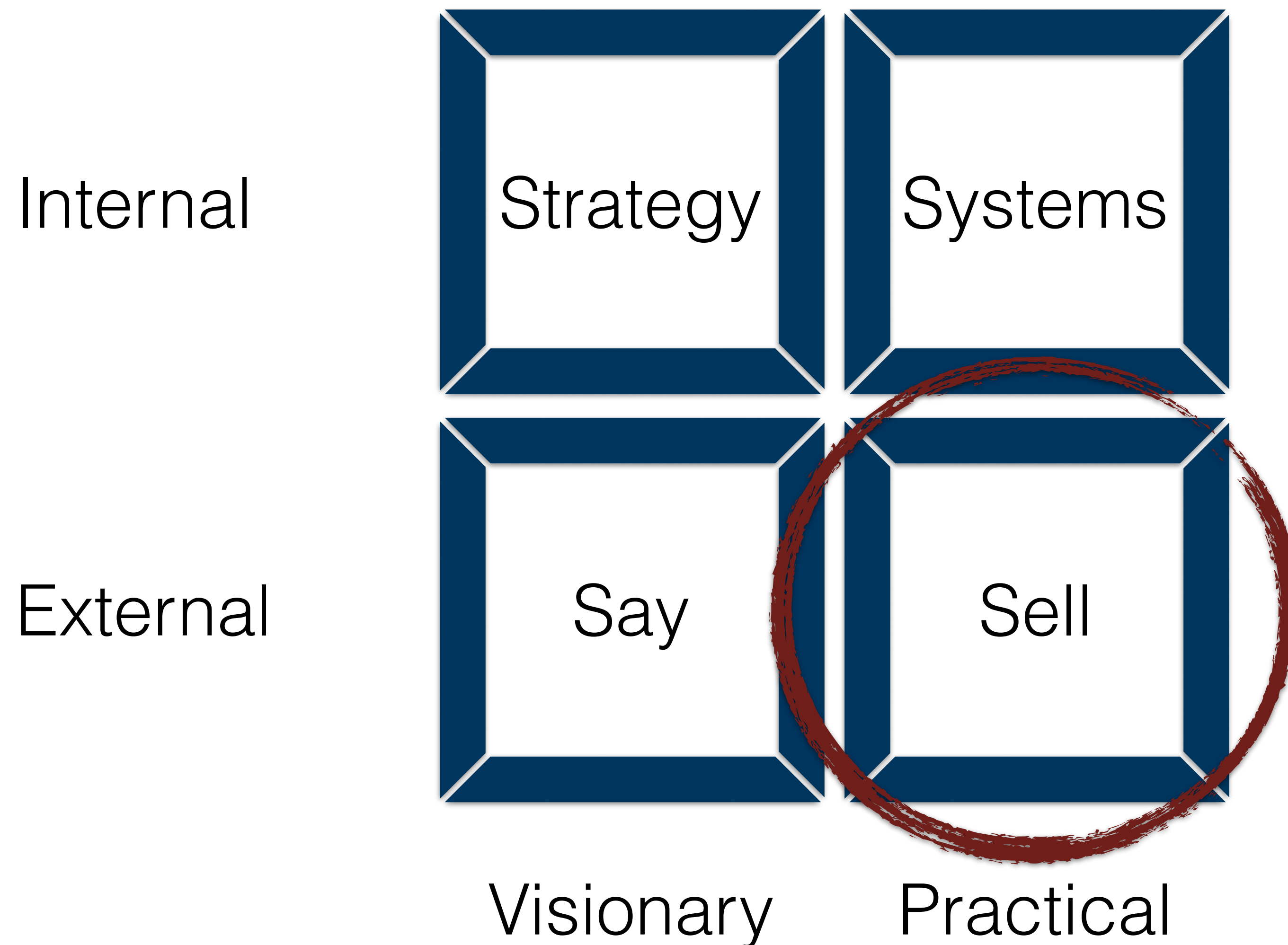
This 5-day mini-course is an excerpt of the full 30 Day Qi Gong Challenge

“Caelan was a joy to work with. He has strong organisation skills, and I was able to relax into knowing that Caelan had the ability to produce a good result. It was better than I expected, and he was very positive throughout.”

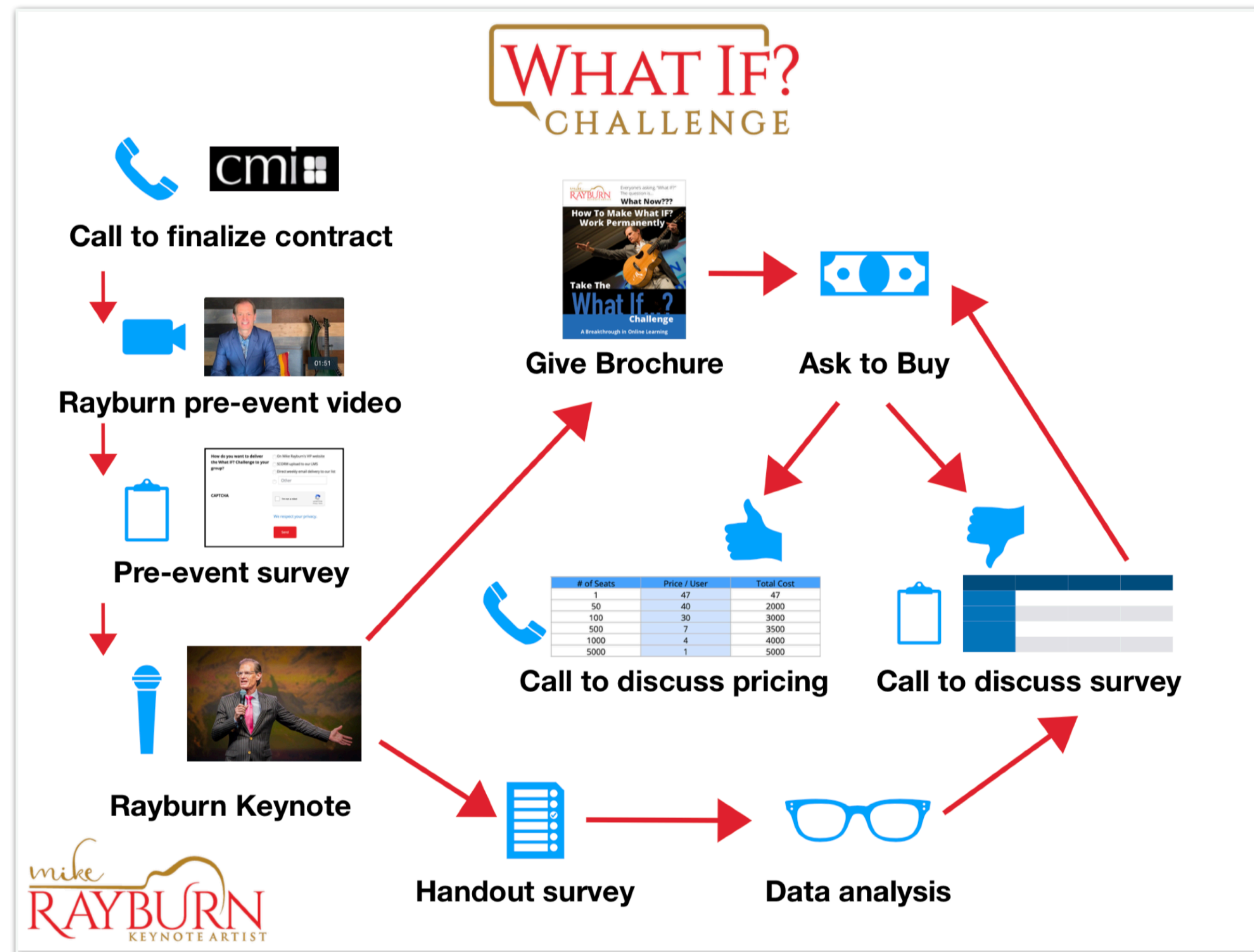


-Ben Cox
CEO, Holden QiGong

4 Case Studies



Sales Process

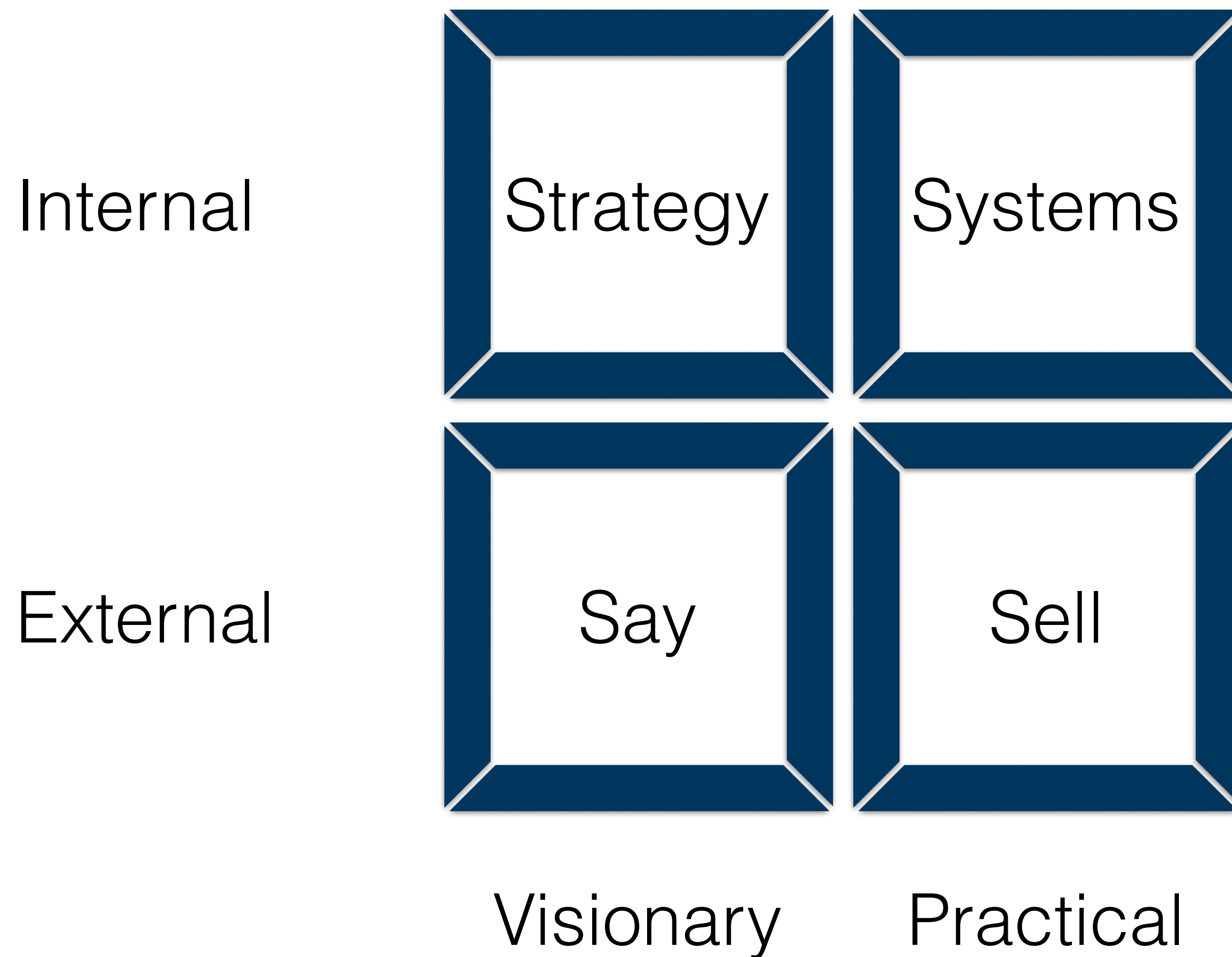


“I highly recommend Caelan Huntress. Caelan & I have been working together for about a year, and the results have been great. I was a hard sell. I looked at a lot of different options, and I felt like Caelan was the best one. He knows every aspect of this business. Working with Caelan has been absolutely fantastic. He is incurably positive, always uptempo, always having a great day, and I cannot recommend him highly enough.”



– Mike Rayburn
National Speakers Association Hall of Fame

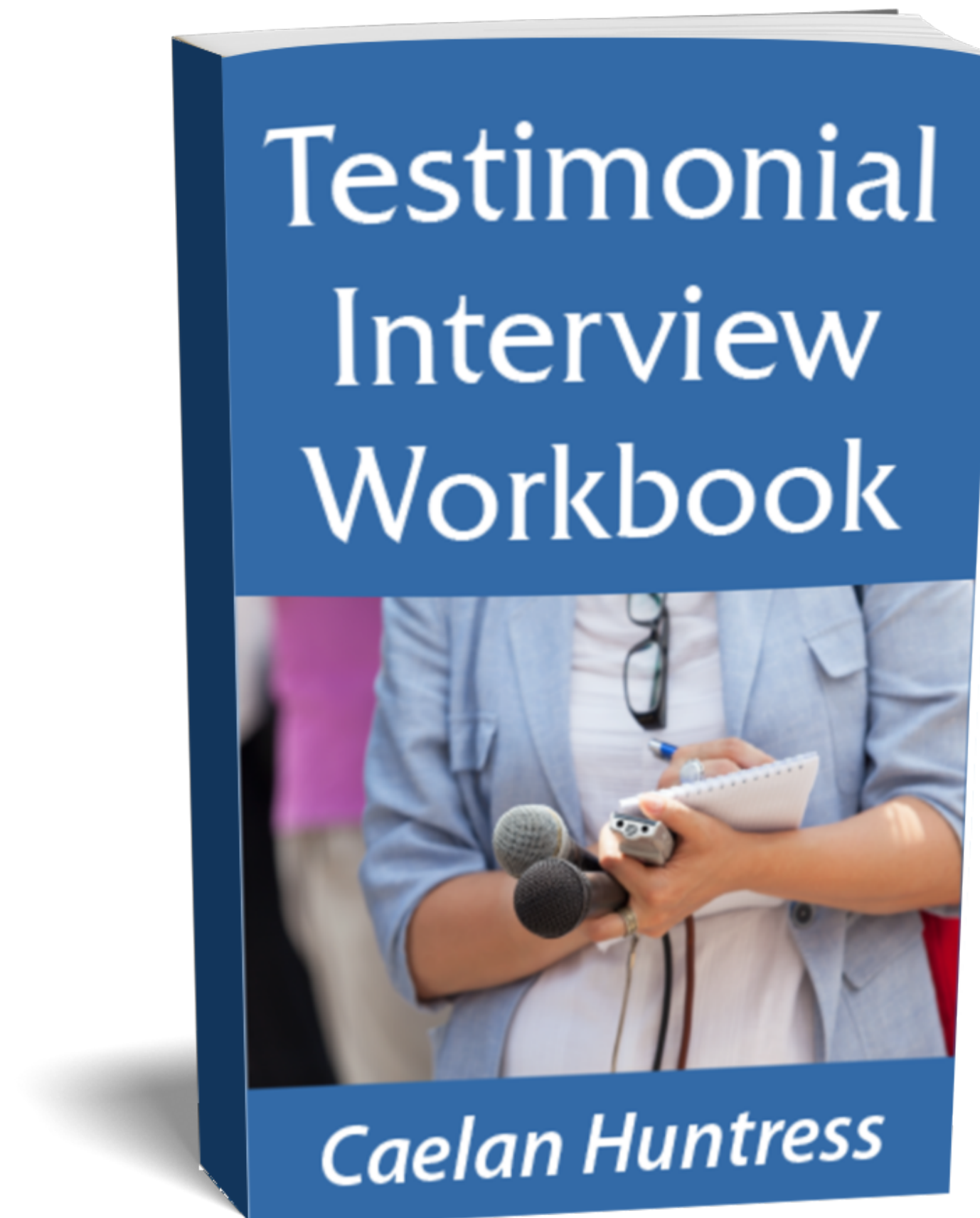
4 Cornerstones



MASTERCLASS AGENDA

1. The two most profitable questions you can ask
2. How to overcome anxiety when asking for referrals
3. Increased lifetime value of referral customers
4. Little-known secrets that make testimonial collection easy
5. Calling scripts, interview questions, & action plans
6. Simple 5-Day Testimonial Collection Challenge with the [BONUS] Testimonial Interview Workbook

BONUS



EXTRA BONUS

45-Minute Platform Assessment

EXTRA BONUS

45-Minute Platform Assessment

CaelanHuntress.com/call

3-Month Program

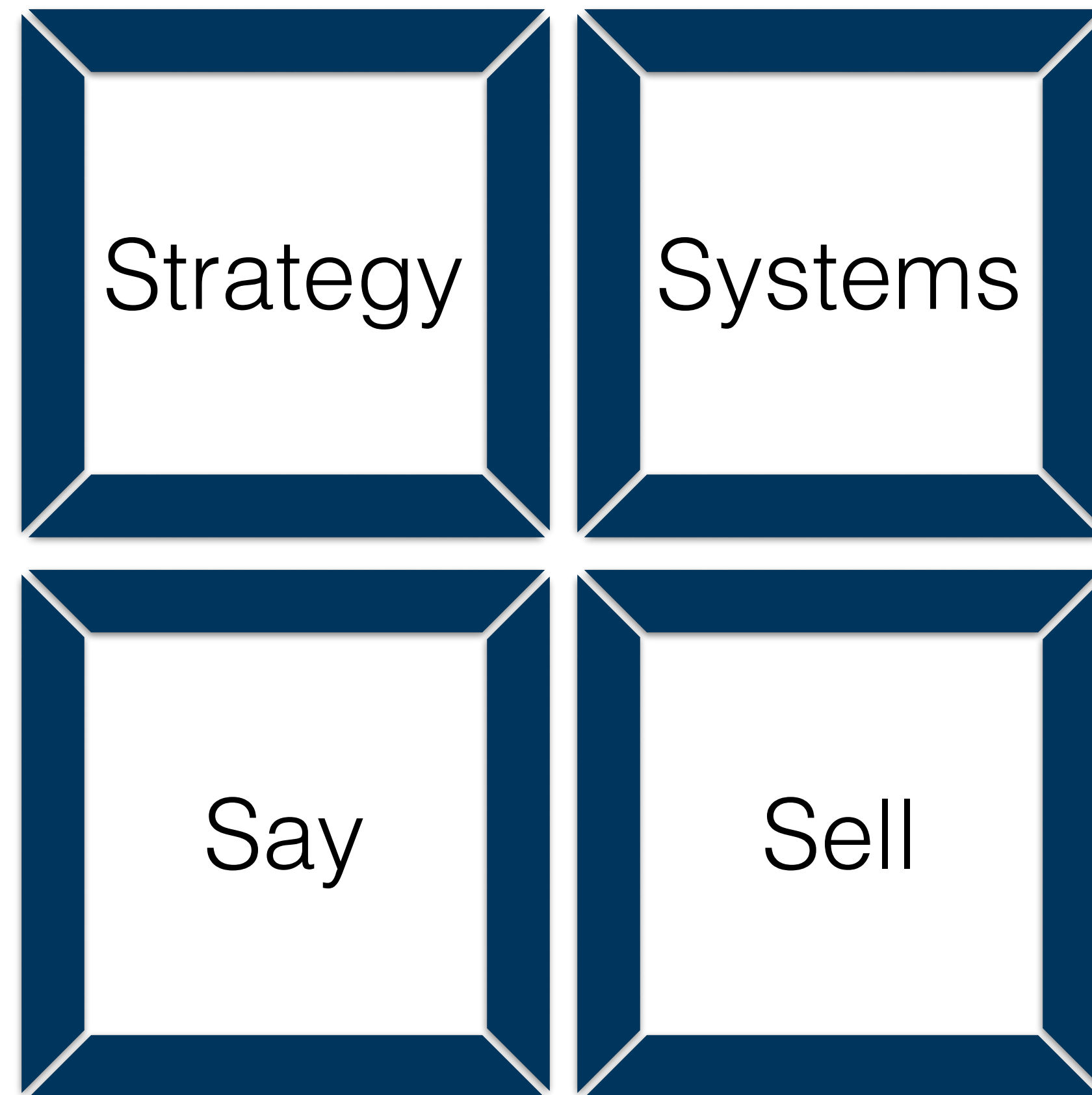
Minimize time spent on your marketing

Maximize the revenue you earn from your offers

3-Month Program

Create repeatable systems delivering authentic messaging that converts leads into customers automatically, freeing your time for your best work

3-Month Program



3-Month Program

Say

Promo Copy
Content Strategy
Copy-paste Copywriting

Strategy

Goalsetting
Customer Avatar
Launch Calendar

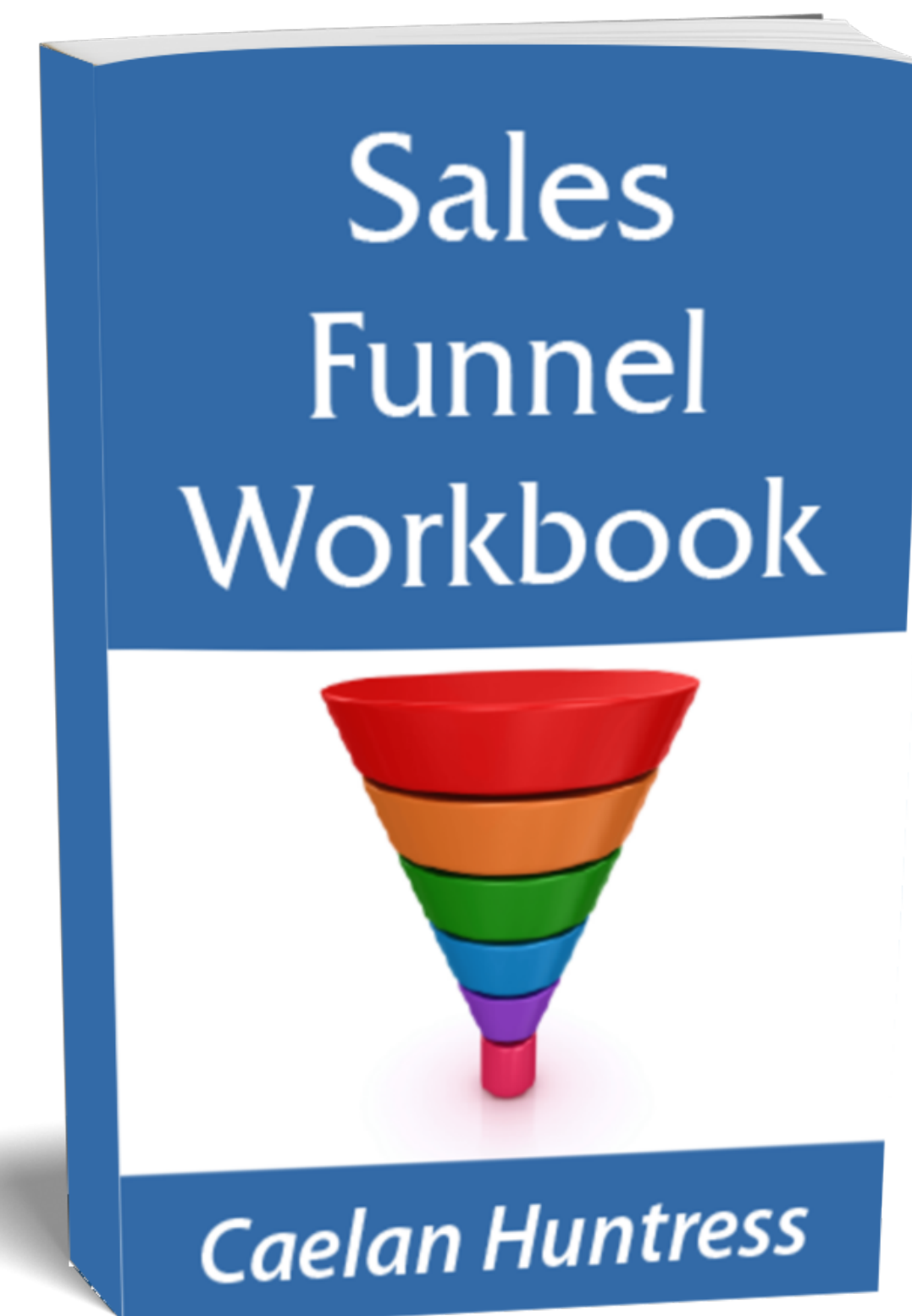
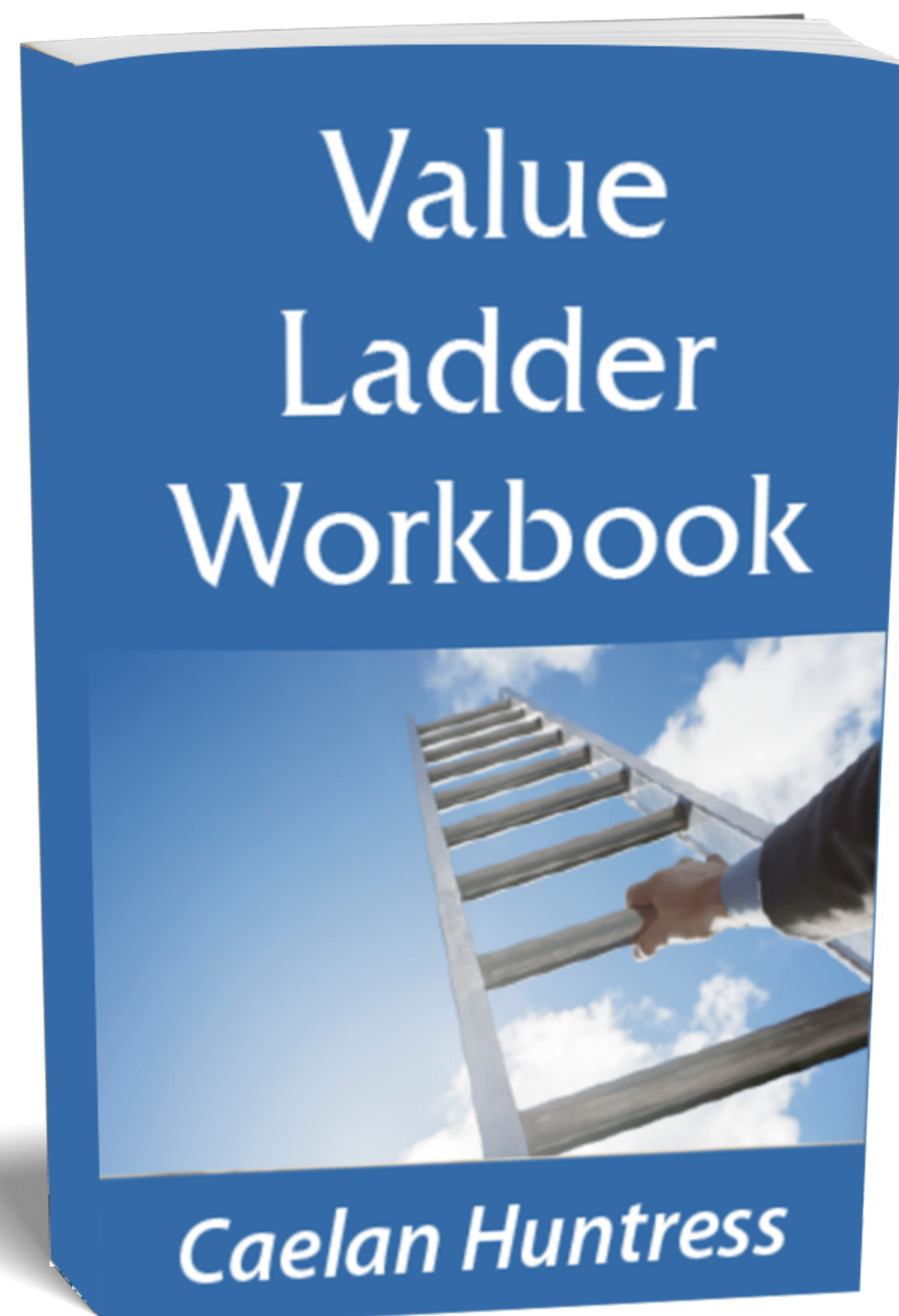
Sell

Value Ladder
Sales Funnel
Calls-to-Action

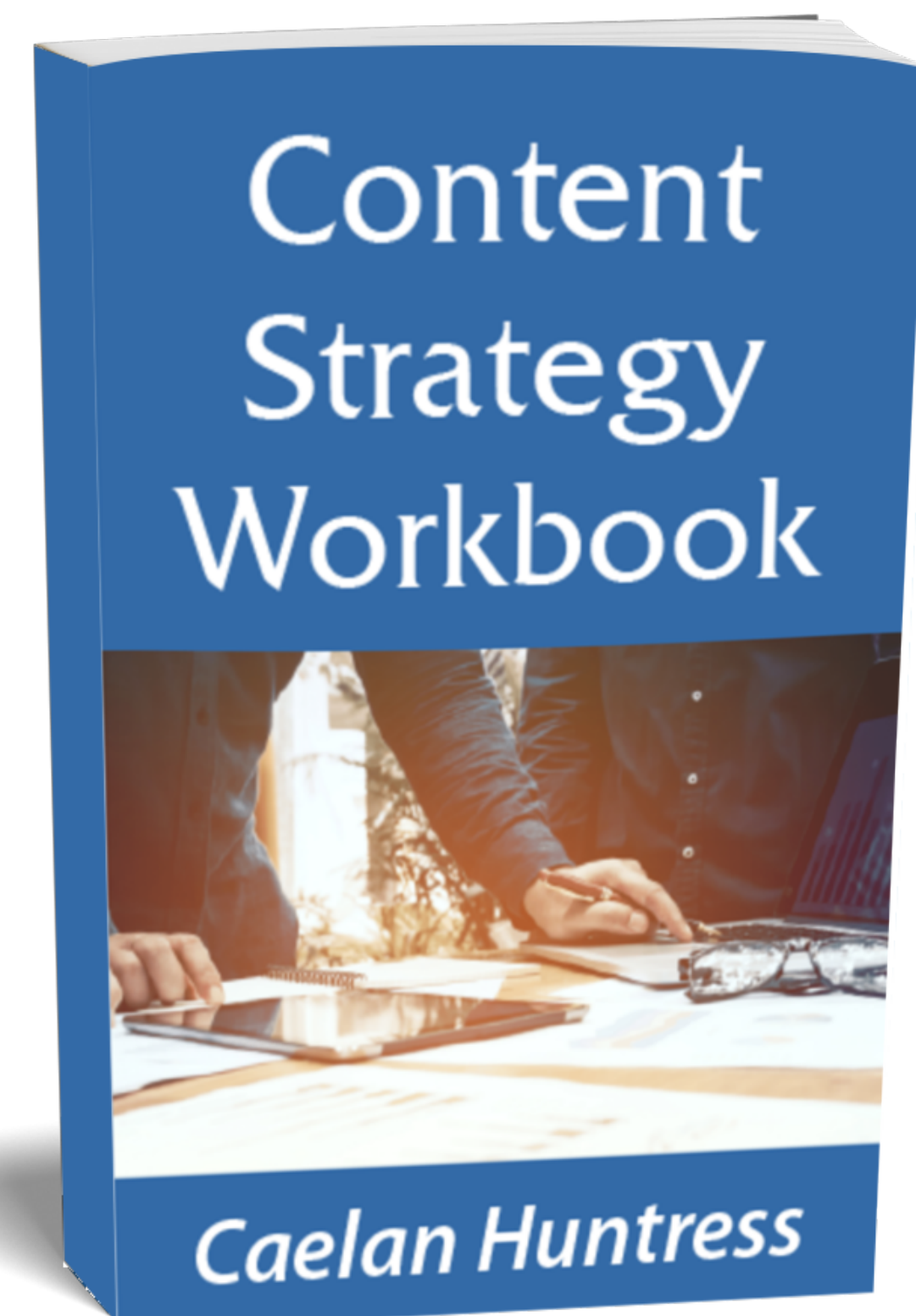
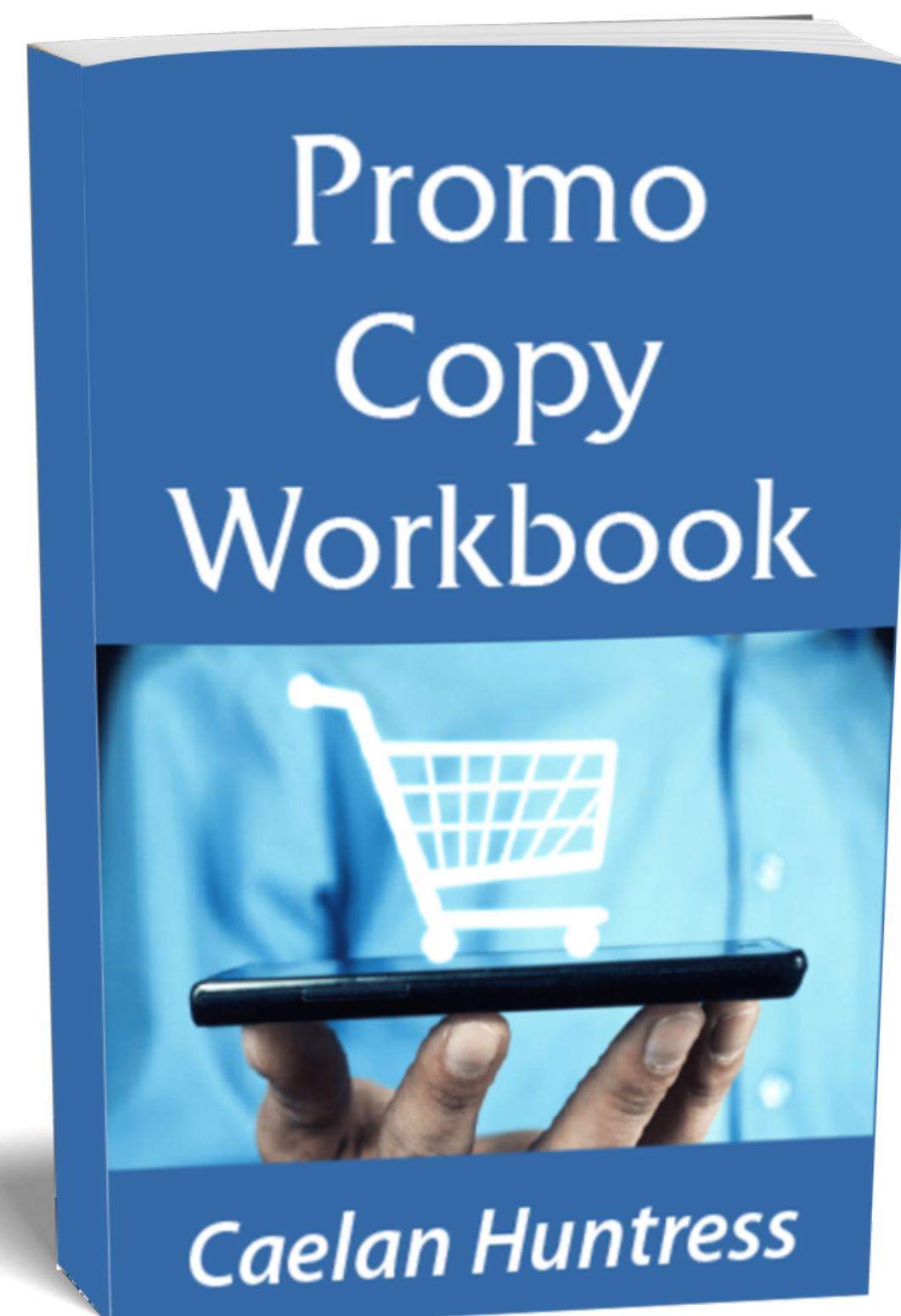
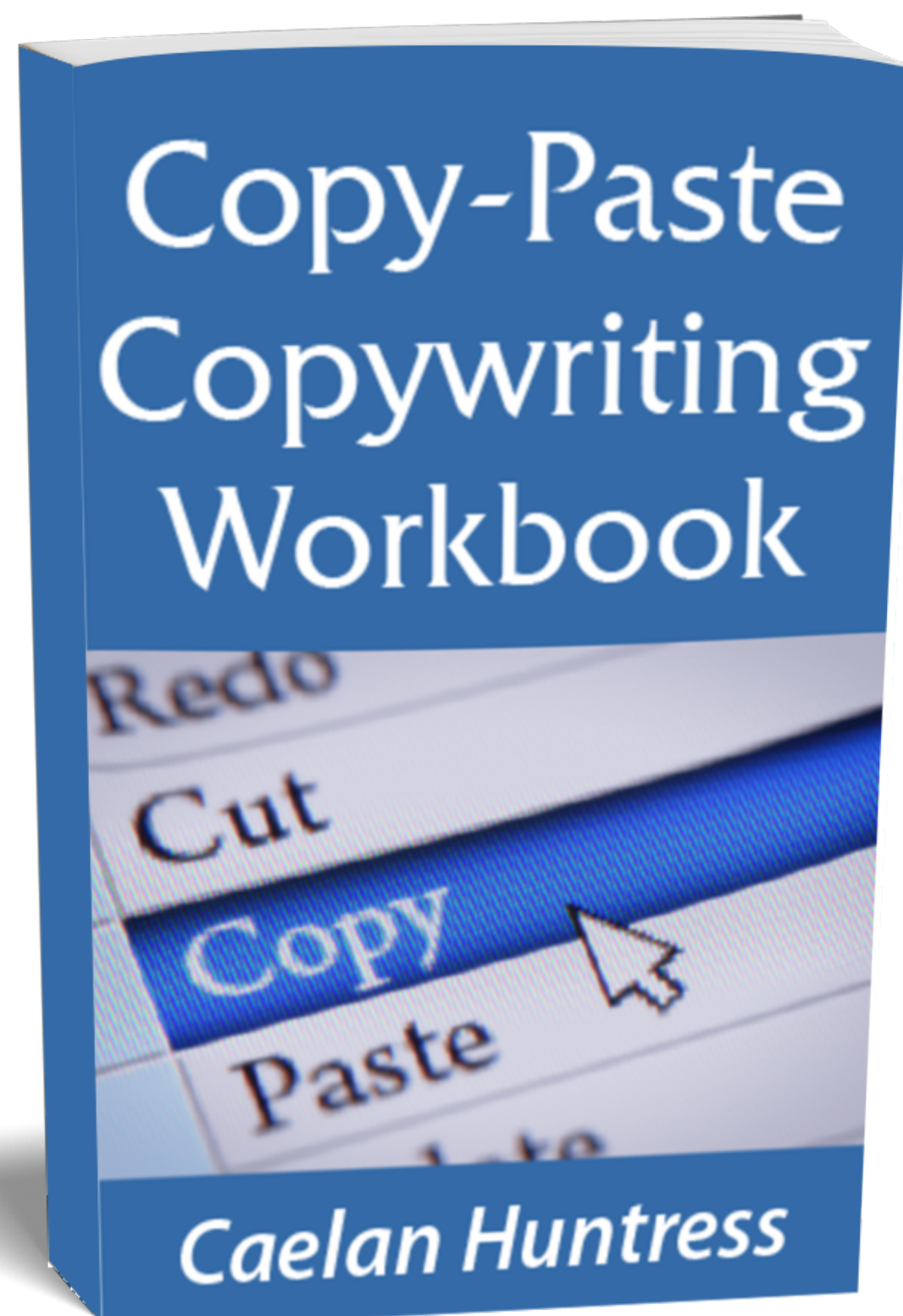
Systems

Email Onboarding
Purchase Testing
Marketing Metrics

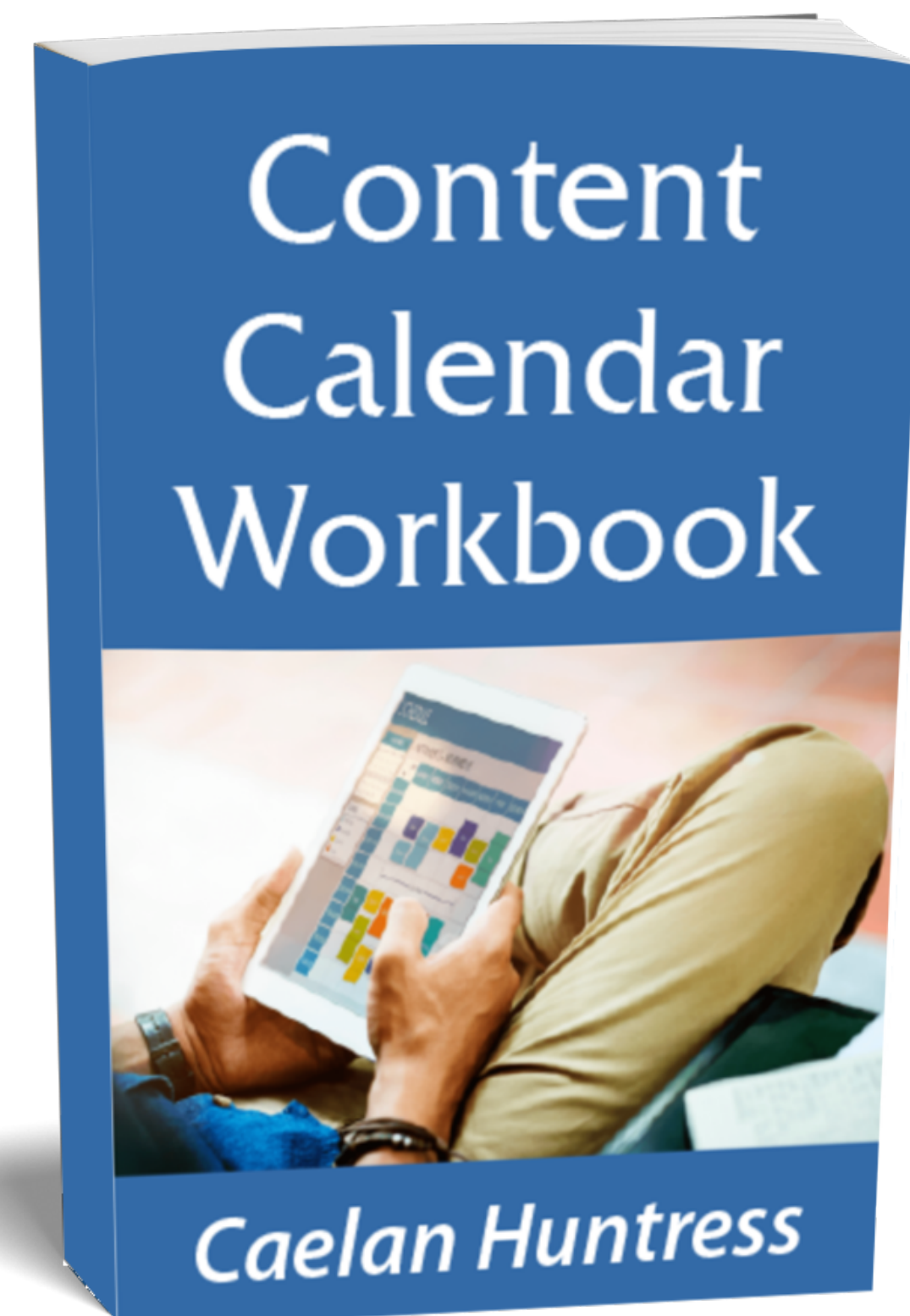
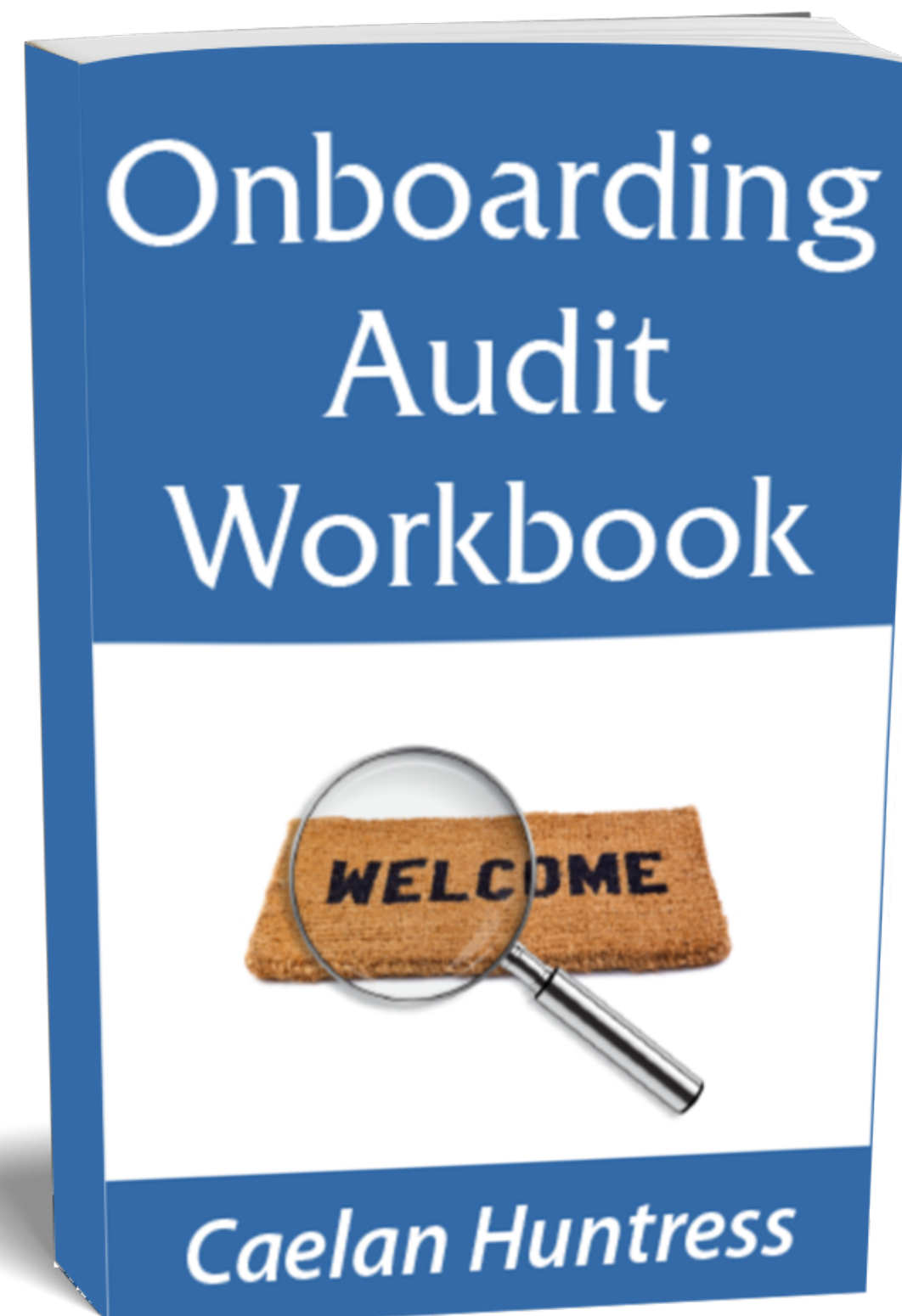
What you SELL



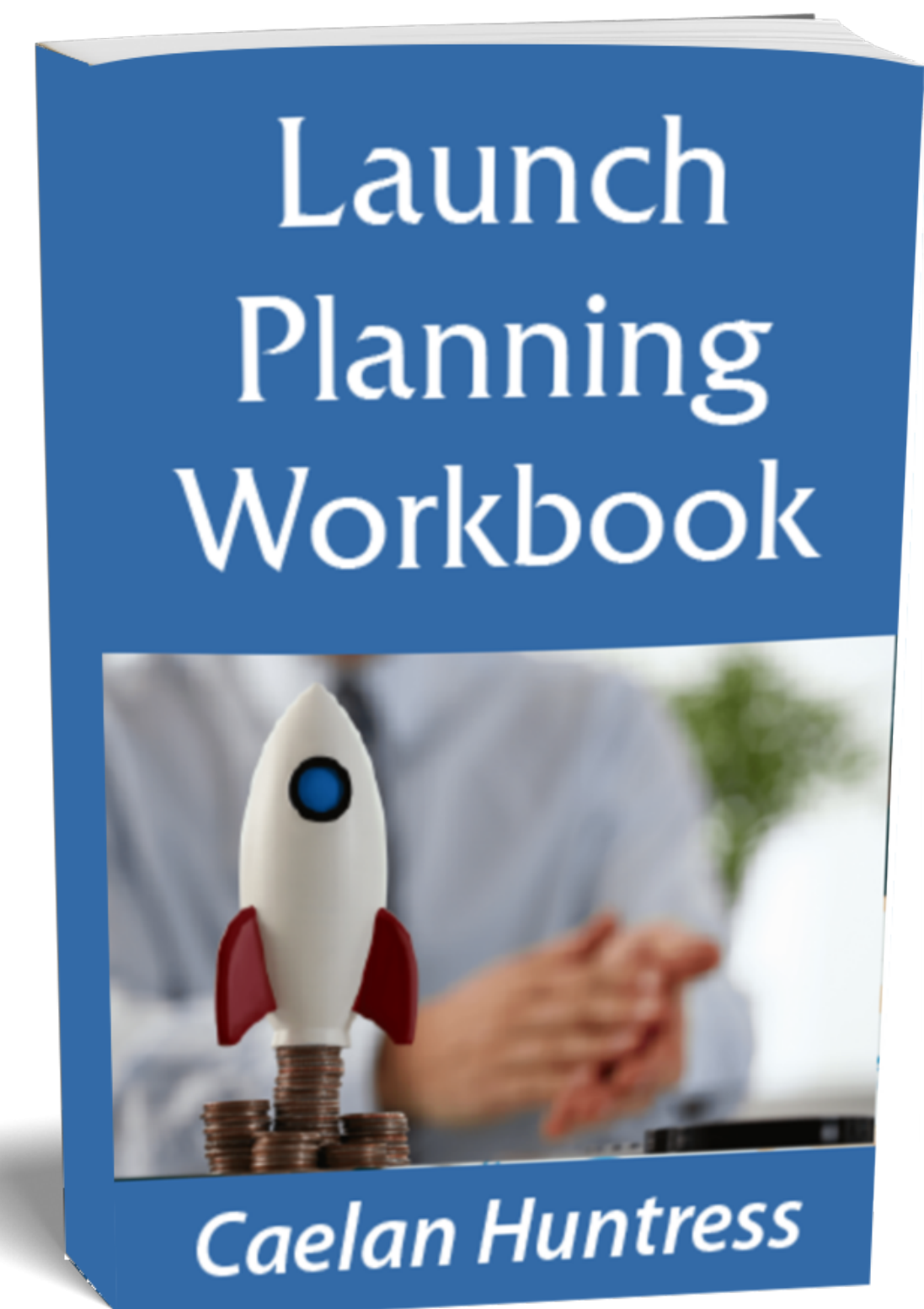
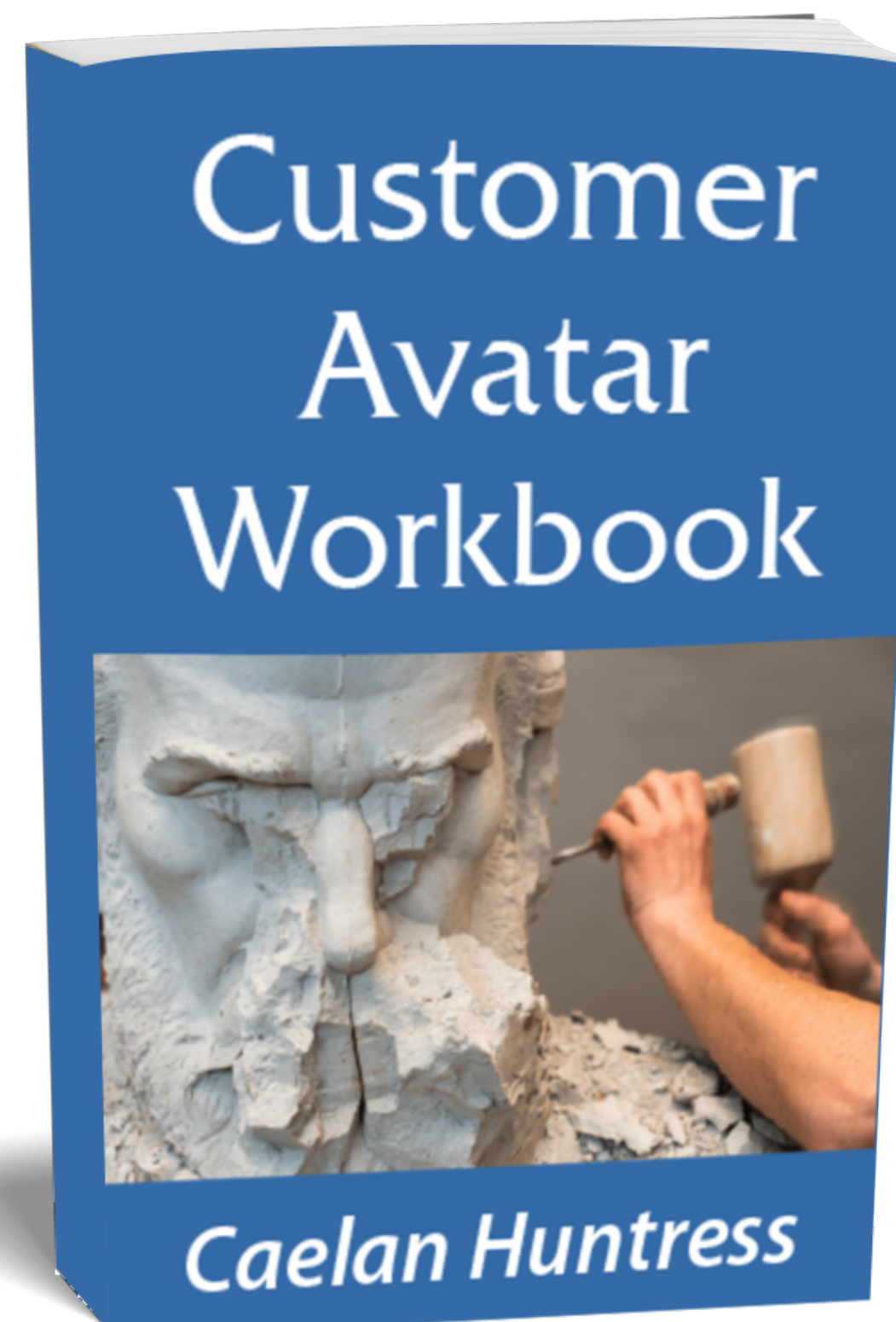
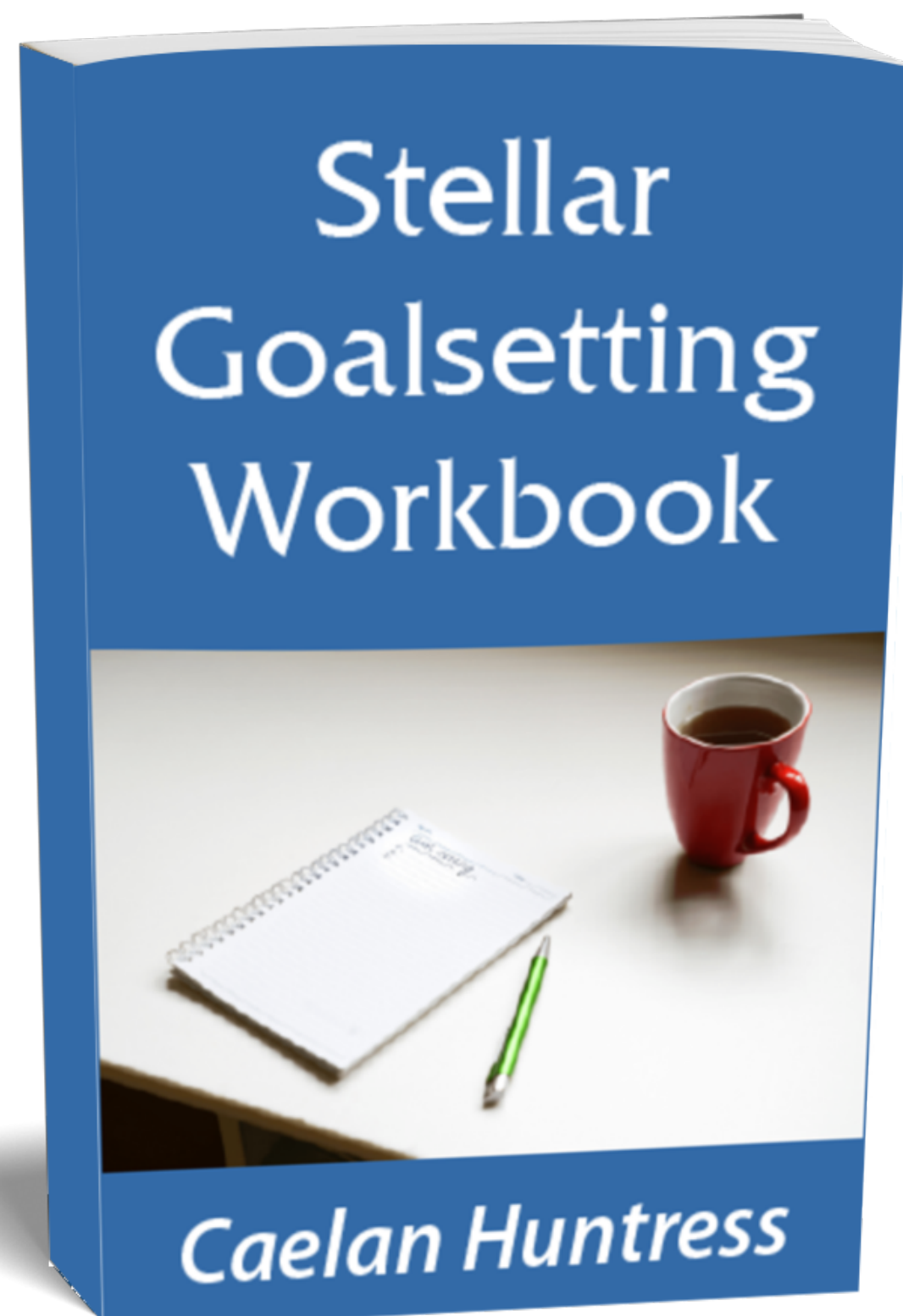
What you SAY



Your SYSTEMS



Your STRATEGY



1-1 Platform Assessment

Minimize time spent on your marketing
Maximize the revenue you earn from your offers

CaelanHuntress.com/call

“Caelan helped me break down some simple ways I could get my content out in the world, and he shared his visions of the directions my business could head after really connecting with me about my skills and dreams.

***I am averse to cheesy marketing strategies, and with Caelan, everything we do feels authentic to who I am and what I have to offer.
It’s a joy to work with him.”***



Rachel Farber
Doctor of Oriental Medicine



“I’ve been a business and entrepreneur coach for over 20 years, and I consider myself fortunate to have found Caelan Huntress as my coach.

He asked great questions, was superbly skilled at diving deep to find leverage moments, and helps generate transformative insights and solutions to my digital marketing needs.

I highly recommend Caelan for thought leaders, coaches, professionals and businesses looking to crack the code on smart, savvy digital marketing.”



Jonathan Logan
High Performance Business Coach

4 Levels of Platforms:

Platform Level	Reach	Revenue	Cornerstone	Focus
Stadium	15,000	\$15m	Strategy	Relationships
Stage	1,500	\$1.5m	Systems	Automation
Showroom	150	\$150k	What you Sell	Offers
Soapbox	15	\$15k	What you Say	Message



4 Levels of Platforms:

- 4. Stadium
- 3. Stage ←
- 2. Showroom
- 1. Soapbox



Get More Referrals And Testimonials With Great Questions



Presented by
@CaelanHuntress



STELLAR
P L A T F O R M S

caelanhuntress.com/masterclass/referrals/