

Stop Asking for Referrals: A Revolutionary New Strategy for Building a Financial Service Business that Sells Itself (Business Books)

By Stephen Wershing

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The #1 way to start getting referrals? STOP ASKING

In all his years of helping financial professionals build and grow their businesses, Stephen Wershing has learned that the number one way to make sure you don't get a referral is by asking for it. Why? Because studies prove that clients refer you not to benefit you but to benefit themselves. So you have to approach the challenge from a completely new angle.

Stop Asking for Referrals helps you do exactly that.

Inside, Wershing provides the tools you need to get more referrals than ever by designing your practice in a way that gets clients to mention you to friends when the opportunity arises. He calls it "the new referral conversation," and it works.

- Define your target market with accuracy and precision
- Communicate your value clearly and effectively
- Create your company's unique "brand"
- Harness the natural, normal social interactions of your clients to serve your marketing efforts

You'll also learn how to use client feedback to benefit your business, create your service package, and bring in new business.

"The way you have been told to attract referrals is based on an assumption that's wrong," Wershing writes. "And it is undermining your business and your relationships."

You will come away with a deep understanding of why and where referrals actually come from, how to tailor your own practice to get people talking about you, and ways to develop a communication plan to project your reputation.

So stop asking for referrals--and start attracting more new clients than you ever thought possible.

Praise for *Stop Asking for Referrals*

"Steve Wershing helps you unlock the untapped referral potential you have in your business today with an approach that is as comfortable as it is effective." -- JULIE LITTLECHILD, founder and president of Advisor Impact

"The most comprehensive, practical, and engaging guide I know of for strengthening existing client connections and cultivating new ones in a way that is experience-based, respectful, and long-lasting." -- OLIVIA MELLAN, psychotherapist, money coach, author of **The Client Connection**, and columnist for Investment Advisor

"Reading this book will revolutionize how you think about growing your business." -- MICHAEL E. KITCES, MSFS, MTAX, CFP, partner, Pinnacle Advisory Group, and blogger, Nerd's Eye View

"This book will help you overcome . . . discomfort and show you how to engage your clients so that they will proudly help you build your business. Kudos for this powerful, one-stop marketing resource!" -- SHERYL GARRETT, CFP, AIF, award-winning author, advisor, and founder of the Garrett Planning Network

"Stop Asking for Referrals is on my Top Ten list of books that I believe offer the most meaningful strategies for advisors. . . . Steve's ideas for referral marketing are brilliant and just plain common sense. Advisors will embrace his book as the new referral bible. -- SYDNEY LEBLANC, founding editor of Registered Rep magazine; partner of LeBlanc and Company

"Embrace Steve's advice if you'd like to see your practice growth become effortless, boundless, and fun!" -- MARIE SWIFT, CEO, Impact Communications, columnist for Financial Planning magazine, and author of **Become a Media Magnet**

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Editorial Review

About the Author
STEPHEN WERSHING, CFP, is a nationally recognized expert on referral marketing. He hass been called "the best marketing mind in financial services" and is a popular and in-demand speaker. His company, The Client Driven Practice coaches financial advisors how to attract more customers and referrals by developing a niche and articulating their unique value to target clients. He is recognized for his work on strategic differentiation and client advisory boards. He regularly blogs at TheClientDrivenPractice.com/checklistblog

Users Review

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Alan Torrez:

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Carol Hamilton:

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