
Learning Objectives

MedBridge Massage
Building a Referral Program
Felicia Brown, LMBT

Course Objectives

- Define what a referral is and the purpose of referrals
- List at least two different kinds of referrals
- Explain the key elements of a successful referral program
- Share the number one way to gain client referrals
- Define the difference between professional referrals and client referrals
- Outline the steps in sample referral-based promotion
- List three kinds of other referral sources
- Share three companies or websites that can generate leads or referrals
- Understand why it is not feasible for some businesses to reward for referrals
- Define three ways to thank clients for referrals beyond rewards with a monetary value

Chapter 1: What Are Referrals?

The first chapter of this course defines referrals and explains their importance. Felicia Brown also identifies key referral sources that will be discussed in subsequent chapters

Chapter 2: Getting Client Referrals

This chapter details effective strategies for leveraging the most accessible referral source: clients. Strategies include direct engagement, rewards and incentives, and followup.

Chapter 3: Professional Referrals

The third chapter of this course addresses referrals from other medical professionals to you, including strategies for connecting with client's providers and a case study illustrating these steps.

Chapter 4: Other Referral Sources

This chapter details other referral sources that therapists can leverage for even more referrals, including other practitioners, industry locator services, and other technological options.

Chapter 5: When You Can't Reward

To wrap up this course, Felicia Brown discusses options for practitioners who live in states where it is not legal to provide rewards for referrals, or where rewarding is otherwise not possible.