



AESTHETIC
BUSINESS TRANSFORMATIONS

ASKING FOR REFERRALS

An example script to use in your patient communications

"I'm so glad that we've achieved these results and you have had such a good experience here. I'm very grateful for your kind comments. As I told you when we first met, my practice thrives on patients' referrals, and if I could just clone you once a week or so, you would never see me do anything else, ever, to get new patients – because you are someone who is a delight to care for. So, I'm going to give you my literature package, <insert title> and ask this favour: when a conversation occurs or opportunity arises, and there's a person you think I could help and, most importantly, would be as nice a patient as you are, please just give them the package and say: *"This is the practitioner I trust. I think you'll find this interesting and helpful."* I've put a referral card from you in the package, so they'll refer to you if they do call me. But even if they don't, there's a lot of important health information in the package. It might interest you, on average, I get about three new patients from every patient like you within a few months of completing their treatment. I know you appreciate how important it is to choose the right practitioner and how helpful it is when you receive a recommendation from a member of your family, a trusted colleague or a close friend. It will mean a lot to me."

I hope you find this script helpful and would be delighted to see you at one of my 'Discovery Days' very soon.

Wishing you continued success and every happiness.

Pam

