

Using Your Circles Of Influence For More Referrals

Throughout our lives, we meet many people personally and professionally. Some people you will only ever know casually, while others you will take the time to build relationships with. Those who you decide to build stronger relationships with become your trusted allies, or your Circle of Influence, where you mutually exchange ideas and gain important insight from one another.

You can use your Circle of Influence to advance your professional goals and gain more customers/clients by following these steps:

1. Know your business's purpose.

- You must be able to define and articulate both the value of your business and values that your business stands for to your Circle.
- Communicating this information correctly along with your vision of an ideal client will help your Circle better align with and understand what kinds of referrals you are looking for.

2. Define your existing Circle of Influence:

Think about everyone that is currently in your network.

- Family members
- Friends
- Business colleagues
- Long-term clients/customers
- Networking associations group members
- Professional clubs group members

Who shares similar beliefs, interests, and goals as you?

3. Strengthen your relationships in your Circle of Influence. Have genuine intentions.

- Maintain the close relationships you have within your Circle by frequently reaching out to individuals and showing a true interest in their personal lives as well as their professional accomplishments.
- Reach out to individuals in your Circle who you might not be as close to but would like to build a stronger connection with and schedule a time to speak or meet with one another.
- When you maximize your relationships, there is a mutual gain for both parties.

4. Then, you can ask your Circle of Influence for referrals.

- Everyone within your Circle of Influence also has their own Circles of Influence.
- Asking for referrals can be intimidating. After you have set a clear vision for your business goals, strengthened relations within your Circle and expressed the value of your business to them, you will feel more confident and comfortable with asking.
- People who feel supported by you will be more likely to support you in your professional goals and assist you with the referrals you are seeking.