

SUBJECT: The Power of Genuinity: Referral Marketing

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We all have our own absolute favorite music that allows us to sing too loudly in the car or give the occasional concert while in the shower. My personal favorite is Dave Matthews Band - anyone remember them? Their groovy music and relatable lyrics really make me jiggy, almost embarrassingly so. Fast forward to today, and it's the most frequently played artist on my Spotify.

When I had heard them on the radio for the first time, I barely blinked an eye. I remember a friend tried the typical salesmen tricks: saying how popular it is and how much everybody liked it. I hit next quicker than an angsty teenager listening to their parent's music.



Fast forward, and I find myself with the same Dave Matthews Band junkie, trying to give me their own dose of referral marketing. Precarious time was taken to set the environment and encourage me to intentionally listen to how the instruments speak to each other and how the lyrics spoke to more than just a bad breakup or scratching his old pickup with your key. That music made me FEEL, let me tell you!

Not only did the referral to Dave Matthews Band work, but there was also something else that stood out: genuinity. It isn't just about having personality, it's about wiping off that face of makeup, and making your customers feel as if they are finally understood in this hectic world. Just like my referral told me to close my eyes and listen to what stories the lyrics had to tell. Other companies can copy your product and price, but they can't copy what you stand for. People will always remember *how you made them feel* rather than the empty words that you say.

Take a piece of advice from music itself - how can I make my customers feel like no one else can? People pick their music like they pick where they bring their business - they want to be taken care of, heard, and understood.

[Referrals](#) are already the most valuable and effective way to achieve leads, but they mean nothing if they are from a template. Genuinity is our most powerful asset as human beings. Not just basic customer service, but the investment in being an advocate, instead of a salesman. Ask yourself: How can I bring my 'human-ness' to my customers today? It isn't the age of content - it's the age of conversation! This weekend's reading focuses on the power of genuinity when it comes to growing your business.

[Authenticity Matters](#)

Today's customers see right through the facade of being "sold to." Everybody wants to do business with transparency as the first priority. Whether it is doing your research ahead of time to understand their deepest desires and needs or taking a page of a waitress's handbook, genuine interactions are key to a successful business. [In this article](#), Forbes.com provides you with fifteen pieces of advice on how to create and maintain authentic relationships with customers.

[4 Principles of Psychology to Boost Customer Referrals](#)

With word-of-mouth marketing being the most trusted and profitable way of advertising, it's curious to often see so many referral programs failing. When we talk about genuinity, it would seem silly to not pull back the layers of what goes on inside of our heads when it comes to what we want out of a business. Campaignmonitor.com thinks it is a lack of understanding of the human mind when you miss the boat on referral marketing. [This article](#) dives into the principles of psychology that will enhance your marketing campaigns on a human-to-human level.

[25 Ways to Ask for a Referral Without Looking Desperate](#)

Asking for referrals can be awkward, and the last thing you want to do is seem pushy. Thinking of creative ways to stand out from the competitive crowd can be tricky, especially when the customer base is hesitant to pour the trust into just anyone. It can be as simple as saying thank you or making sure that you have a worthwhile referral incentive! [In this article](#), Entrepreneur.com explores the ways that you can ask for a referral without looking desperate.

How will you gain authentic referrals this week?