



Referral-Boosting Strategies from the Experts.

HOME CARE *Marketing Success*TM

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Host-Parasite Relationships

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This strategy probably looks to you like a biology term but in reality it is probably the most effective and fastest way to build your referrals. A host-parasite relationship is a strategic relationship with a vendor, referral source, client, friend or anyone who is currently providing services to your intended target market either before, during or after your agency would provide services. Some examples of professionals that you should consider may include physicians, pharmacies, lawyers, trust officers, churches and funeral homes. You might hesitate to ask for endorsements from your best referral sources and clients but don't be bashful about doing it! An endorsement can be a powerful referral booster, particularly when the person endorsing your agency is well known and respected within the community. Endorsements can be presented through direct mail, TV or a personal letter. I recommend you begin with an endorsed mailing. Endorsed mailings are mailings that consist of someone who appreciates your services and enjoys doing business with your agency sending a letter along with your promotional material endorsing your product or service to his or her colleagues and clients. The letter should be written on your endorsee's stationery to guarantee that it gets 100% opened! Make sure that you pay for the postage and don't forget to replace the endorsee's stationery. This strategy will instantly generate referrals for your agency because people want to do business with companies that they know and trust. And getting endorsed from someone outside of your agency is a sure way to build your agency's credibility.