

Potential Referral Sources

This worksheet is designed to help you identify the most promising referral sources for your practice. If you already have a practice complete Part 1 first. If not, proceed to Part 2.

Part 1: Your Existing Referral Sources

The past is the best predictor of the future. It's easy to neglect your existing referral sources, and to underestimate or overestimate how many referrals you get from various sources.

Pick a sample of fifty to one hundred of your most recent cases. If the client self-referred, indicate how they learned about you with a check mark (✓). If a client was referred by another professional, write down the name of the source. Add a check mark for each additional referral from the same person or source. This will show you where your existing clients come from.

HOW DID THEY LEARN ABOUT THE SERVICE?

Your website _____

Previous clients _____

Family/friends _____

Yellow pages _____

Other directory _____

Ad in _____

Ad in _____

Ad in _____

Other _____

FROM PROFESSIONALS (RECORD NAME OF REFERRER)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Use additional paper if necessary.

