When you ask someone for a referral, here is the formula to responding when a person says “I don’t know anyone.”

Your response would be:
“Thank you for thinking about it. Now that we've talked about it, chances are you may notice someone who needs my help.”

“Would you be comfortable if the next time we talk, I check back with you to see if anyone comes to mind?”

This simple dialogue accomplishes two important things:
1- It acknowledges the person for taking time to consider it.
2- It makes it a lot easier to ask them again the next time you see them, because they have given you permission to do so.

You can get new customers without spending a penny on advertising. The small amount of time you invest in learning and practicing this script may be the most profitable investment you’ve ever made in your business.