

## Tindell's Restoration Schools & Studios

By: DiAnna E. Tindell

restoration services. DiAnna is a member of many internutoria groups or service actively at regional annual events. DiAnna has expertise from a Scorer of years training internationally and has taught many talented students in areas such as Graphic Ant 2 Report Conservation, Oil Pairling & Frames, Crystal & Glisses, Pottery, Porcelain, Marbie, and many other Mixed Media layes. She has restored many objects for museums and rec collections. She is a published octionarist in many antique trade papers & magazines and has authoriod books on restoration. Tindel's Restoration has been featured on HGTV and other educational programs. He velocite is a library of useful information & time well spent to view at: www. Tindelis/Restoration Studios.com

## REFERRALS: A Means to Expand the Services You Can Offer

Thanks to the advent of social media outlets such as free online marketing websites and suggestion driven sites, getting the word out about your business is easier and cheaper than ever before. With the simple click of a mouse, you can send advertisements out all over the world at little or no expense!

We personally have outgrown the days when advertising meant an ad in the local newspaper or purchasing space in a magazine. It also helps to have a fantastic media blitzing assistance such as Sara Neathery, who our studio relies on and who helped write this article. But it is just as important to know your individual customers and what means of advertising works best on how to reach them.

Technology has made the possibilities endless when it comes to ways you can get exposure to potential clients. There are so many ways to "link" to other people and business. To just name a few online shared social networks there is Twitter, Facebook, LinkedIn, Google, My Space, Evernote, Plaxo, YouTube and many "local" named social networks usually starting with the name of your city or nearby suburbs.

That said, technology will never be able to replace the best form of advertising, i.e., "word of mouth". People will always be more likely to try a new product, select a service or hire a business when it has been

recommended or referred to them by someone they know and trust. On-line banners, flyers and social media posts can catch an individual's eye, but these ploys don't always translate into new business.

Whether you're just starting out or have been in business for years, chances are you have clients who really love the work you've done for them. These clients have come to trust the quality of the services you have provided them. That's why they give you more business and are willing to tell their friends

Imagine what could happen if you were to pay these loyal clients to do what they are probably doing now for free. Which brings us to the subject of this article increased business through a referral plan. Such a plan would pay loyal clients a flat rate or percentage for any referral leading to a new customer purchasing your goods and services



Damaged painting our studio can restore but required a as a referral to another company.

Such a plan, however, need not be restricted to just loyal clients. A referral plan can be expanded to include other businesses that refer new customers to you. For example, the restoration of an oil painting involves more than the restoration itself. Transporting the damaged object to and from the restoration studio, framing issues that may arise from the project, and the rehanging of the oil painting may all involve other individuals or entities. Our restoration studio often receives business via referral from a larger service provider. This business relationship allows the larger service provider to successfully bid on large projects because they can offer their services as a "turn key" operation.

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To better educate other businesses about the services we can provide, our restoration studio offers training programs to explain what is involved in the restoration of damaged items. Through such programs, individuals conducting related businesses become aware of the services we can provide and how those services may be of value to them on particular projects.

To illustrate, our studio receives a piece of furniture for restoration. The piece includes

Damaged Stradivara our studio can restore the cab

some leather work that is in need of repair but we are not proficient in such a task. By referring the leather component of the project to a leather craftsman, our studio is able to bid on, and obtain, the restoration work. Another



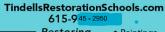
Establishing a referral program and getting the word out about it is important. This is where technology can be of great advantage. Building and main-

taining an on-line presence can get your message out to a huge audience for little or no expense. Not only will an on-line presence introduce new clients to your business, but it will also allow you to keep the internet audience updated as to new promotions and referral offers

Referral programs are a great way to advertise by of "word of mouth", while being mutually beneficial for all involved. They strengthen the relationship you have with loyal clients, allow you to build a better rapport with other related businesses, and help your business to









- Paintings
- Frames
- Pottery, Porcelains
- Crystal
- Marble • & More!

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