



Tindell's Restoration Schools & Studios

By: DiAnna E. Tindell

DiAnna founded Tindell's Restoration Schools & Studios in Nashville, Tennessee. It is very broad scoped & has expertise in many fields to offer the best of each for restoration services. DiAnna is a member of many international groups & serves actively at regional & annual events. DiAnna has expertise from a Score of years training internationally and has taught many talented students in areas such as Graphic Art & Paper Conservation, Oil Painting & Frames, Crystal & Glass, Pottery, Porcelain, Marble, and many other Mixed Media Types. She has restored many objects for museums and rare collections. She is a published columnist in many antique trade papers & magazines and has authored books on restoration. Tindell's Restoration has been featured on HGTV and other educational programs. Her website is a library of useful information & time well spent to view at: www.TindellsRestorationStudios.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 about you.

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 "plaque" made 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.

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.



Damaged Stradivari our studio can restore the cabinet as a referral from a musical instrument company.

To illustrate, our studio receives a piece of furniture for restoration. The piece includes 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 piece might be a clock which requires the case to be restored but also needs the clockworks restored. By referring a clock doctor to assist, we are able to provide the total "turn key" service to the client and every-one benefits.



Damaged Clock our studio can restore the cabinet as a referral from a clock doctor who will restore the "clock works".

Establishing a referral program and getting the word out about it is important. This is where technology can be of great advantage. Building and maintaining 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 way 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 grow. ♦

Tindell's Restoration Studios
 DiAnna Tindell, Master Restoration Specialist
 Restoring Fine Art, Antiques, Collectibles... etc.
 By Appointment Only

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