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# Bridge to Referrals

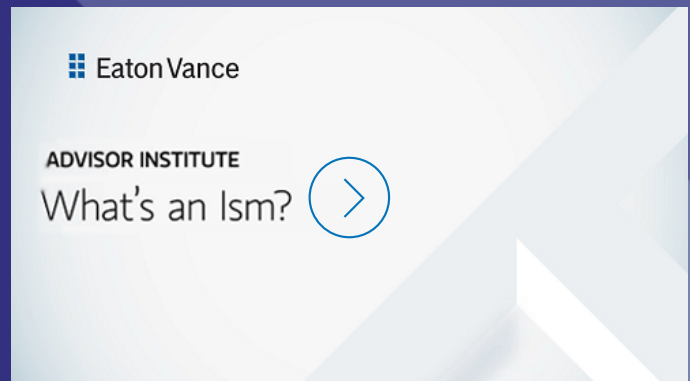
Build a bridge to referrals with more purposeful messaging

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## FEATURED VIDEO

### What's an ism?

David Richman explains how "isms" can help strengthen your personal brand and build a bridge to referrals. (1:32)



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[S.P.A.R.C \(Stimulating Powerful Referral Conversations\): Ignite Valuable Referrals Through Your Thesis and Personal Brand](#)

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Commentary to help you elevate the success of your practice

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By: [David Richman](#) | April 22, 2024

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