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**Building a Referral-Friendly Business**

**By Angela Wu**

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Referrals are an important part of any successful business. They're a great way to keep building your customer base, year after year, without having to go out and pay for advertising. Instead, you use the power of your current customers to help you continue to grow.

Referrals really are 'golden'. For one thing, in this time-crunched age where everyone's so busy, people are more willing to depend on the advice of trusted contacts. It saves them from spending time in laborious research.

Referrals also produce a 'snowball' effect. Happy customers tend to have a good idea of which one of their friends would appreciate your product or service. They refer people similar to themselves... who also refer people they know... and so on.

But one of the best things about referrals is that they're easier to convert into customers! It's fine for YOU to say that you provide a great product or service — but when someone else says it, it instantly has more impact... especially when it comes from a trusted friend or contact. Your credibility and expertise have been established by the referrer.

However, many business owners assume that just because they do a good job, referrals will happen automatically. This isn't true; people often need a little encouragement to send referrals your way. It's up to you to take a more

active role in making them happen.

Go ahead and tell your customers that you'll do your best to make sure they're happy. Then let them know that you would welcome any referrals — in other words, simply ASK for new referrals. Encourage them by offering referral incentives.

For example, offer a referral bonus or discount. Offer free gifts, extra entries into a contest, whatever is appropriate for your business. And ALWAYS send a thank-you note and possibly even a small gift to the referrer

... regardless of whether or not the person he referred becomes a customer. This will show that you appreciate him thinking of you. Everyone likes to feel appreciated, and he'll be more likely to continue to send referrals your way. You never know — someone he refers in the future might very well become a customer!

Another example of how to generate referrals is to write articles and distribute them around the Internet. Once again, if you get published you instantly have more credibility — you build an "expert" status, so to speak. Many article syndication sites offer a feature that allows the reader to email the article to a friend... and articles are often passed around from person to person through email.

In both of the above cases, your business automatically has more "clout" than, say, if a prospect were to simply visit your website. In the case of a referral, the prospect has already been at least partially influenced by his or her friend or contact... which makes your job of converting him to a paying customer that much easier!

A referral-friendly business is one which can continue to send you new customers day after day, year after year. Encourage it and reward it!

Angela Wu is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. Visit her online today at <http://onlinebusinessbasics.com/article.html> OR <mailto:businessbasics@workyourleads.com> for a series of 10 free reports on building a business on the web.

## How To Create A Complete Referral Marketing System

By John Jantsch

These steps are taken from the Referral Flood Marketing Program. Referral Flood is an insider's shortcut to referral marketing and features over 4 hours of audio training, 54 real-world referral marketing systems, and a host of referral marketing tools, letters, postcards and forms.

Step #1 – Create a referral target market(s) - you must create a target list of companies and individuals who can be motivated to refer. This can be clients or a network of related businesses.

Step #2 - Identify your ideal referral client - In order to receive high quality referrals you must be able to quickly communicate the exact type of person or business that makes a great referral.

Step #3 - Create and communicate your core referral message - you must be able to easily explain the value you can bring to anyone who is referred. "We show estate attorneys how to become famous."

Step #4 - Design a referral education system - When you meet with a potential referral source you can substantially increase the number and quality of referrals if you systematically educate them on: Who makes a great referral, what's in it for them to provide a referral, how to refer you, and the exact steps you plan to take with that referral

Step #5 - Outline your referral lead offer and system - this is the heart and soul of the system. This is where you devise the creative offer that makes people want to refer you. Example: Earn a 100% refund on your tax return preparation when you refer 4 people who become clients."

Step #6 - Create a referral conversion strategy - what good are referral leads if they don't become referral clients? You must map out a specific set of steps that will allow you to convert your referral leads. What do you do with a lead when the phone rings?

Step #7 - Identify a referral follow-up strategy - to bring your referral system full circle you need to devise two follow-up steps. 1) a way to continue to market to your referral leads that don't immediately turn into clients and 2) a way to systematically communicate the progress of a referral back to your referral sources to keep them motivated.

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John Jantsch is a marketing coach and creator of the Duct Tape Marketing System. You can get more information about the Duct Tape System and download your free copy of "How To Create the Ultimate Small Business Marketing System in 7 Simple Steps" by visiting

How To Create A Complete Referral Marketing System

One Sure-Fire Way to Boost Profits With Referrals

How To Leverage Your Business Into High Profits With Easy-To-Use Referral Marketing Strategies

And Systems

Networking Your Home Business within Circles of Influence

Your Actions Tell Your Clients How You Expect To Be Treated

Instant Unzip Software

Name Branding Syndicator

Free List Pro

Clickbank Search Engine

Clickbank Automation System



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