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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Referrals...The Secret Weapon**

**By Sue and Chuck DeFiore**

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Are you getting referrals from you customers? If not, you are missing a lot of sales. Think about many of the sites you visit on the web. Many of them will ask you to tell your friends, families and others who might be interested about them. For doing so, they offer you an incentive, for example, free stuff, gift certificates, etc.

Let's talk about off line. How about the book club or record club you belong to. When you get mailings from them, ever notice the card that says if you refer a friend they'll give you a free book or CD. This is what is called an incentive.

Any marketing expert worth their salt will tell you that there's no business like business you get from referrals. Why? Because for the most part, people who refer others know that person will be interested, and it also indicates that they are happy with your product, so word of mouth (or in this day and age, email) will be good.

Unfortunately very few individuals are going to write you and tell you how happy they are with your product or services. You NEED TO ASK FOR REFERRALS! This applies to everyone - big businesses, small businesses, home based businesses, sales representatives, independent contractors. In fact good salespeople will ask for the referral between closing the sale and saying goodbye to the customer as part of their sales pitch. We ask for referrals from our tenant buyers and sellers in our final letters.

A good example of using this in your business is, let's say you sell office supplies. Ask your customer for referrals and then offer to give them a discount or dollars off for so many referrals. Or you could give them a gift, like a free pen or calculator, etc. You get the idea.

To decide what to give away, think about what will motivate your customer. Will they prefer cash, or gifts. You know your customer best. You need to give them something they want so they will repeatedly give you referrals. We offer cash to our sellers and tenant buyers if they refer someone to us that we do a deal with.

## Referrals...The Secret Weapon

For those in any type of retail operation the flyer that looks like cash that can be redeemed or buy one get one free, or get a percentage off, or it's a tax free weekend, etc. can work wonders. Couldn't you also mail a flyer to your customers that states, "Good toward your purchase, when you refer a friend".

In all businesses, you need to get your customer to tell you what they like about your business. For example, whenever we get an email or a telephone call from a customer that praises our services or products, we ask if we can use it as a testimonial. You must get their permission (unless however you receive unsolicited mail from them). Again, ask your customer for a testimonial. For example, if you liked the dinner at our establishment, please fill out this form. We appreciate your time, so by doing so, we will provide your next entrée for half price. We put incentives in our books and services for our customers to get back to us with their opinion.

I can remember back when I worked for temporary agencies, they were forever giving out pens, pads, magnets, etc. to keep their names in front of everyone. Think of Pizza Hut and Domino's. How many magnets do you have with their name and telephone numbers on your refrigerator. When we ran our Matching Numbers business, we made up shirts and jackets that we wore everywhere. You'd be surprised how many customers we got in the grocery store, post office, fast food places, who asked us for cards or about our business.

There is a whole separate industry that deals with advertising specialty items. You name it, you can get your name on it. Mugs, pens, business cards, memo pads, etc. These items can get the word out on your business not only to your customers, but also to your customers' customers. Memo pads are especially nice. People have a tendency to jot notes on them and then give them out to others. So they are a very far reaching tool. Advertising with Specialty items is almost as good as referrals.

Be sure on your promotional material (brochures, flyers, newsletters) that you indicate how your referral program works. Be sure to indicate what type of incentives you offer. Be sure to be very specific in outlining what your customers need to do. For example, fill out this form and mail it back (or fax it back) with the names, addresses and telephone numbers of those you are referring. You don't have to ask for all of this information, however, if you are going to snail mail you will need their address.

Be sure when you do your networking at your organizational meetings or chamber meetings that you tell people about your referral program. Business people appreciate being rewarded for referrals they give you. However, too many people never follow through, which is why for many businesses their referral program goes by the wayside. This is one area where we stress to our students you tell all your networking partners, your tenant buyers, your sellers, and all of your family, friends, in fact, everyone you come in contact with that you pay a percentage of each deal you do (an average deal is \$5000) to them if they refer someone and you do a deal with that person. Believe me when I say, once they receive one check from you, they become a walking advertisement for your lease purchase business.

There is one caveat to offering a referral program and that is you must **DO GOOD BUSINESS**. Your credibility is at stake. You want to be viewed as a reliable, dependable, and trustworthy individual. You need for people to want to buy from you, and because you did such an outstanding job, tell everyone else about you.

So, are you using the Secret Weapon?

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## **The Secret Affiliate Weapon: Weapon Of Mass Online Profits?**

**By Caiden Felix**

Ewen Chia is a man with a considerable reputation. He is as respected within Internet marketing as tiger woods is in golf!. Ewen is one of the most successful affiliate marketers on the web...this man generates HUGE wads of cash from his products, affiliate programs and joint ventures. Now, Why am i blabbering on about Ewen Chia? Well, its because hes just released the Secret Affiliate Weapon!

Whats The Secret Affiliate Weapon?

The Secret Affiliate Weapon is Ewens new money making system. Basically, the sales page promises that Ewen is going to reveal some of his most effective affiliate marketing strategies if you sign up for his membership site. Its also incredibly cheap at \$9.97 (typically this sort of system would sell for upward of \$50). This made me very skeptical to start with, although it proved to be unfounded . Secret Affiliate Weapon promises to "show you how to make massive amounts of instant cash from affiliate programs on complete autopilot". A bold claim indeed! Is Ewen true to his word? Well lets see shall we.....!?

So What Did I Find When I Purchased The Secret Affiliate Weapon?

What i found is that Ewen clearly presented 3 of his principle weapons in a concise little blueprint package. One in particular proved to be very very useful to me. You see, one of the hardest things that affiliate marketers often have to overcome is breaking into a competitive market. It can be very intimidating indeed. Secret Affiliate Weapon presented me with Ewens thinking on this topic and it blew my mind! It basically slapped me in the face, showed me what i was doing wrong, and what i should be doing to get it right! This alone was worth 10 times what the asking price for the whole Secret Affiliate Weapon package costs.

Any Bad Points?

One thing that i will say is that Secret Affiliate Weapon will not be ideal for Internet marketing beginners as the system assumes that you already have some basic experience.

In Conclusion

The Secret Affiliate Weapon turned out to be a real gem, and im pleased that i found it. Ewens really got it right (as usual) with this one and i recommend it whole heartedly!

Thanks for reading, Caiden Felix

Did you find this review on The Secret Affiliate Weapon useful? You can learn a lot more about how The Secret Affiliate Weapon can help you by



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