



Upcoming Events

SPEAKING

We're kicking off a series of marketing seminars on June 10th at 12:30 EST with a seminar on referral marketing - Teaching your business to market itself. You can register by clicking [here](#). Our next seminar in mid-July will be on Search Engine Optimization.

CLASSES

The next group for training+coaching on the Duct Tape Marketing Program - Social Media Pro - is starting soon. If you want to learn the key skills and strategies around the key social media tools, this is a great, cost-effective way to do so. The class and coaching cost is only \$549 (usd) To learn more visit our website page on [Social Media Pro](#).

About Leading Results

Leading Results helps small businesses to stop wasting money on marketing. We work with businesses of all types and have a practice area specifically focused on technology firms.

Using the proven system from Duct Tape Marketing, we help small businesses develop know, like and trust with their prospective customers enabling them to more effectively generate try, buy, refer and repeat actions.

Visit our [website](#) for more information. Read our [blog](#) for more marketing tips

© Leading Results, Inc
2 Reagan Circle
Hudson, MA 01749
T: 888-717-1715
E: Info@LeadingResults.com

Tips for Leading Results in Marketing

June 2010

Five Tips for Effective Referral Marketing

Recently, we sent out a series of 5 emails about referral marketing. If referral marketing is a key strategy for building your business (we feel the best way!), then take the extra step right now and register for our upcoming seminar on teaching your business to market itself via referrals. To register, [just click here](#)

#1 Will Work For Referrals

Many small business owners struggle when it comes to finding sources of referrals, either, due to the fact that they are a new business just starting out, or they are trying to break into a new industry or market.

Here's a great strategy for just such a situation.

- 1) Join an important trade, business or industry group that contains a high number of your target market.
- 2) Seek out one or two influential members of that group (board members are good candidates)
- 3) Go to those influencers and make this proposal - "I will (provide the product or service that your company does) for full test drive. All I ask in return is that, if you as pleased as we know you will be, you agree to send a letter to the organization endorsing our service."

We guess it goes without saying that if you can strike this deal, you better deliver the goods for your test case, but if you do...watch out for a flood of business. The key here is that you get an influential member of a target group to endorse your product or service. Try to get them to send the letter on their own company stationery and even enclose some sort of literature or call to action from you. If they have a store, office, or sales people in the field, see if they will agree to distribute some of your marketing materials through that way.

There are two pretty good rules to remember when looking for ways to get more referrals.

- 1) It never hurts to ask.
- 2) Creativity wins every time.

#2 Help A Worthy Cause

Donate a percentage of all business acquired by way of referral to a non-profit agency. By offering to help a worthy cause, you can increase referrals while improving your community.

Now, don't downplay this strategy because at first it seems too simple. What we're presenting in this lesson is probably a bit more advanced than it appears at first glance, so stick with this one. There are many variations on this referral strategy. You can make donations to a designated charity in your referral source's name. You can allow your referral sources to designate a charity of their choice. If you have a product or service the non-profit agency uses or buys, you can donate that.

Do you want to know a really powerful way to land a big fish of a client? Pick out one particularly influential prospect, one big fish you really want to do business with. Find out if he or she has a favorite cause or charity. Our experience tells me they usually do. Next step is to present some form

Follow Us On Twitter

[Follow Dan Kraus](#)

[Follow Laura Lorenz](#)

facebook



of referral proposal that involves that charity. Simply go to them and suggest that if they would endorse or promote your service a portion of the proceeds would go to their charity - in their name.

One of the hidden powers behind this strategy is that the non-profit agencies can become strong referral partners. If they benefit from referring clients, then they may be highly motivated to provide referrals. In many cases, non-profit agencies have loyal donors, board members, community activists and volunteers who would be happy to do business with a firm that was providing funding for the non-profit agency

#3 Developing A Referral Marketing System

We're going to explain what a referral marketing system looks like so you get an idea of the power of this notion. Marketing, just like any other area of your business, benefits greatly when you can look at it in a systematic manner. Instead of reacting, you need to script every aspect of your marketing effort. A fully functioning referral marketing system includes each of the following components.

- 1) A clear definition of WHO makes a good referral
- 2) A clear definition of WHEN you are going to ask for referrals
- 3) A clear definition of HOW your referral sources should recommend you
- 4) A clear definition of WHAT you are going to do with that referral
- 5) A clear definition of WHY your referral source will recommend you
- 6) A clear definition of a PROCESS to turn each referral into a client

The Referral Engine introduces some very creative ways to generate a ton of referrals, but it also provides a step by step blueprint for how to create a referral marketing system.

#4 The Referral Engine System

Here are 5 real life ways small business owners are putting *The Referral Engine* to work growing their businesses – most can be easily adapted to your business.

- 1) Financial Planner -?Created his very own referral and lead network by sending a letter to 10 other professionals that he had worked with and felt comfortable referring business to. This letter informed them that he was creating a unique referral network of 100 of the area's top professional services providers and was inviting them to become a member but that he needed them to recommend 10 others who belonged in this exclusive group. He then created a resource directory and website that featured all 100 professionals. The entire group promoted the directory and web site and referred business to each other. As a result, other professionals begged to be allowed into the group. The strategy was so powerful that 27 network members did no other form of marketing.
- 2) An attorney?sponsored online teleseminars and invited well-known authors and speakers by allowing them to pitch their books or other products. Targeted clients lined up to hear the prominent speaker and provided their names and email addresses to get on the free call. The teleseminars became so popular that the attorney recorded each call and created an entire library of products that he used for other marketing efforts. By sponsoring the well known authors, the attorney created a very high profile referral network
- 3) Dentist -?Created what he calls compliment cards - Every time a client gives a compliment, like, "that didn't hurt at all" someone on his staff is ready with a referral card. The staff also emphasizes that the only way they work is by referral.
- 4) Marketing Consultant -?Contacted a bank and an accounting firm that both had small business clients and offered to put on a free marketing seminar for their clients. The bank and the accounting firm invited the guests and provided the space and refreshments. The marketing firm provided the seminar content. The bank and accounting firm liked the idea of doing something for their clients but the twist that really made this work was that the bank and accounting firm saw it as an opportunity to meet each other's clients and perhaps get some good exposure to prospective clients.
- 5) Computer Repair -?This company simply asked for referrals every time they marketed or communicated with their clients in any manner. They created a big rubber stamp that said "We crave referrals" and stamped that sentiment on every piece of mail that left the place. Invoices, marketing pieces, newsletters, training manuals, work orders...you name it. By putting that message in front of their prospects constantly they began to receive referrals from many different places.

#5 100% Refund For Referrals

This is one of our personal favorites because not only is it a terribly powerful referral strategy, it presents such a strong offer that for many it can become their core point of differentiation. In other words, the sales message is so strong, you become known for it.

In this strategy you simply show your clients how they can receive a 100% refund on a specific purchase by simply referring 5 other people who become clients of make a similar purchase. The

power behind this is three-fold.

It helps you land clients because, "what the heck, I can get all my money back," and because it becomes a game for them. Structure your offer in such a way that they get a 20% refund (up to 100%) every time they refer someone. That way they can keep score. It probably makes sense for you to put a time limit on the offer as well.

Another very important aspect of this particular strategy is that it has a viral component to it. Anyone who can earn a 100% refund will talk about it. In addition, everyone that comes to your practice by way of this method will already understand the rules of the game and may very well be ready to play the day they become a client.

So, that's 5 x 5 x 5 x 5 and so on. You do the math! Reread that last paragraph because it is true of just about any referral marketing strategy you create. That's one of the reasons referral marketing is so powerful.

We do hope you have enjoyed this 5 step course. Now go out there and take up our challenge - make things happen.

The Referral Engine introduces some very creative ways to generate a ton of referrals, but it also provides a step by step blueprint for how to create a referral marketing system.

If referral marketing is a key strategy for building your business, then read the book is on the Fan Page or register for our upcoming web seminar on teaching your business to market itself via referrals. (or better yet, do both) To register for the seminar, just [click here](#)

Blogs worth your time

[My Venture Pad](#)

My Venture Pad is actually collection of various blogs by both professional and occasional bloggers. Its well organized and moderated. Originally started by SAP, it now has a great collection of resources for businesses of all sizes and types.

Social Media Tip

If you are looking for someone on twitter that has a particular skill or affiliation, here's a great new tool that can help you find them. Check out [Tweepsearch.com](#). This tool indexes the profile of information of Twitter members. So if you are looking for someone that has "video editing" for example in their profile, tweep search will help you out.

A Cool Tool to Use

My new favorite tool is the Flip Camera. This little \$125 camera has so many uses. It's small. It works with Mac or PC in a brainless manner. It runs on 2 AA batteries and it records 2 hours without tape. Carry one to record a quick customer testimonial. Use it to shoot your product in action. Capture your employee's best moments.