

# Referral Marketing Success Manual

**The Secret to Getting  
All The Referrals Your  
Business Can Handle!**



**by David Carleton**

**IncreaseReferralsASAP.com**

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# Introduction

**Feel free to give this e-book to anyone you feel might find it useful.**

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Thank you for taking the time to read “Referral Marketing Success.” You have taken one of THE most important steps towards getting more referrals for your business.

Just by reading this e-book, you are going to be WAY AHEAD 99% of businesses that you compete against regardless of the industry you’re in.

What you are about to learn is a culmination of 25 years of creating, testing and implementing hundreds of lead generation and referral marketing programs in over 30 countries around the world.

By following the recommendations contained in this e-book, your referrals are going to significantly increase and so will your sales.

David Carleton

[www.IncreaseReferralsASAP.com](http://www.IncreaseReferralsASAP.com)

# Referrals Are The Lifeblood of Any Business

Every small business owner knows that referrals are the best way to get customers. Referrals from current customers come to predisposed to do business with you because a friend or someone they trust referred them.

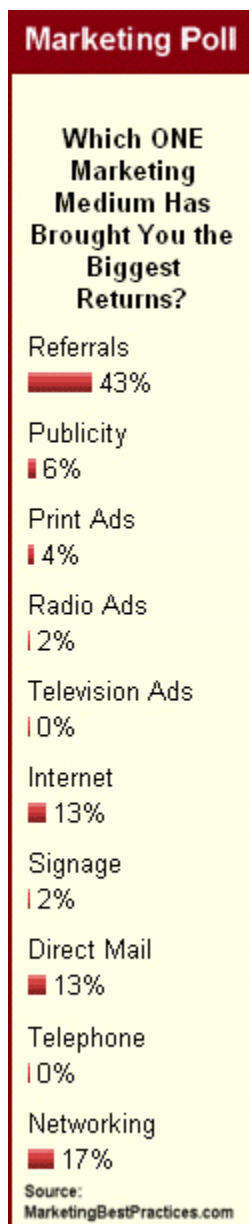
In fact, over 40% of the small business owners who recently participated in a recent internet poll revealed that referrals brought them the biggest returns over other traditional marketing methods such as advertising, direct mail and networking.

When 30% to 50% of your business comes through your referrals, your business becomes self-sustaining allowing you to work on expanding your product line and service offerings and other value-added efforts.

The reason referrals are so powerful is because they come from a credible third-party that has experienced first hand the benefits of doing business with you. They are even more powerful when they come from a friend because you know that a friend has no ulterior motivations but to do what's in your best interest. You can believe what you friend is saying versus hearing a commercial or from a salesperson whose sole purpose is to make money from you.

Referrals are also valuable because most of the time they are completely free. How would you like to receive the benefits of the most compelling sales advertisement on earth for absolutely nothing? You can through referrals.

Lastly, and I think this is the most powerful reason of all. Customers that give referrals become more loyal to you and your business. Once someone stands up and makes a public



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statement about “something” they will become twice as committed to that “something.” If you can get your customers to go on record endorsing your products, store or services, psychologically they will become more loyal to you and your business.

## **No Referral Strategy Will Work However if You Are Not Worthy of Being Referred!**

- 1 - Are you delivering on your promises?
- 2 - Are exceeding your client's and customer's expectations?
- 3 - Are you thanking your customers for their business?
- 4 - Are your products/services better than the competition?
- 5 - Do you have the WOW factor?

I am not going to go into a lot of detail on the 5 areas listed above as that is a different subject for a different time. Sufficed to say, in order to thrive in any business, you better be delivering great products, services and “wowing” you customers.

## **Word-of-Mouth Versus Referral Systems**

I often get calls from business owners wanting marketing advice. The very first question I ask them is, "How do you get clients right now?" Invariably, their answer is - - mostly from referrals. So my logical next question is..."How do you go about getting referrals?"

After a long pause, the usual response is, "Well, nothing really. People usually know what I do and they refer their friends to me." That sounds great, but to be honest - - that's the WORST way to get referrals.

Okay, before you start yelling at me let me explain what I mean by that.

When people refer others to you, it is commonly called, "Word-of-Mouth" marketing.

Word-of-Mouth marketing is good, but it has a dark side too. You see, with word-of-mouth marketing referrals come to you in a very haphazard way.

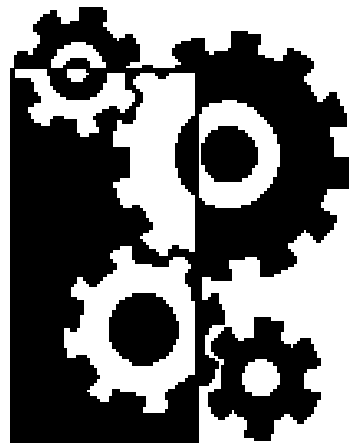
Two people start talking about a problem and one person happens to know you and the problem just happens to be something that this person knows you're good at solving so they mention your name.

## **Word-of-Mouth**



**Chance**

## **Referral “Systems”**



**Predictable**

**Consistent**

**Repeatable**

# **The Problem with Getting Word-of-Mouth Referrals Is that It's Very Sporadic**

It happens by chance. There is nothing methodical or systematic about it. And the chances of it happening consistently are slim.

In fact, if you're getting all your referrals through word-of-mouth marketing you're probably only getting 1/10 of the referrals that you could and should be receiving.

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If you want to survive in any type of economy you can't rely just on word-of-mouth marketing as the sole way of getting referrals. It's not enough.

Your business needs Word-of-Mouth referrals to be sure, but it also needs a referral marketing system. As you know, systems are what make so many franchises successful. Why do you think McDonalds®, Starbucks® and Kinko's® franchises are so successful? Because they have, over time, developed systems that work.

Make no mistake, people who buy a franchise aren't buying hamburgers, coffee or copy machines, they're buying a program that has proven the test of time, they are buying a successful system!

That's why the most successful franchises cost so much...because if you do what they tell you to do, if you "connect the dots", if you "paint by their numbers," your odds of success go up dramatically.

Think about it. How many McDonald's® do you know that ever went out of business?

You need to do the same for your referrals in your company – create a system! By creating a referral marketing system, your referrals will happen in a more systematic, reliable and predictable way.

## **So Why Don't Business Owners Have A Referral Marketing System in Place?**

Because we all get caught up in the day-to-day aspects of running our business, referrals and leads are not always followed up on like they could or should be. Business owners know they should do more to get more referrals; they just don't have time to do it. In other words, **it's common knowledge, not common practice.**

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# Making it Rain Referrals in Your Business Starts with Your Attitude!

OK, “So how do you get more referrals?” My answer is always the same, “You must ask for them.” In reality, most business owners know that they have to ask for referrals to get more referrals but it’s the fear of asking that impedes them from moving forward. This fear of asking is rooted in your attitude. If your attitude is one that believes that you are putting your customer out by asking them to give you referrals then you will always be battling with fear.

If you truly believe that it will be helping them if you ask them to give you referrals your fear would fade quickly. Your customers want to give you referrals. In fact, in a recent study, it was determined that **91% of clients would give a referral, but have never been asked** – that’s just amazing! People like to give referrals because it makes them feel good to find a great source to recommend and they want to share their “little secret” (which is you) with their friends. They will be seen as a hero, or someone “in the know.” And when their friend receives great service from you as well, your referring customer will feel as though he was able to do his friends a great favor.

## The 6 Easiest Ways of Getting Referrals

Over the years, I have tried, created and implemented hundreds of referral programs. What I am going to show you now are the fastest, easiest and least expensive way to get referrals for your business.

I use these methods in my own business and recommend them to clients who want to increase their sales as soon as possible in the most efficient and quickest means possible.

Some may sound simple, but sometimes the simple ways are the best ways.

Let’s take a look...

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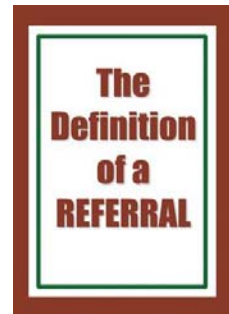
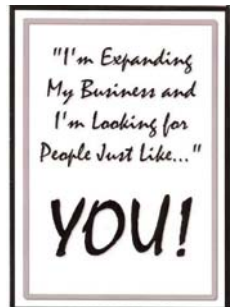
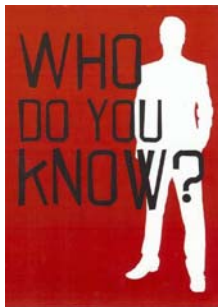
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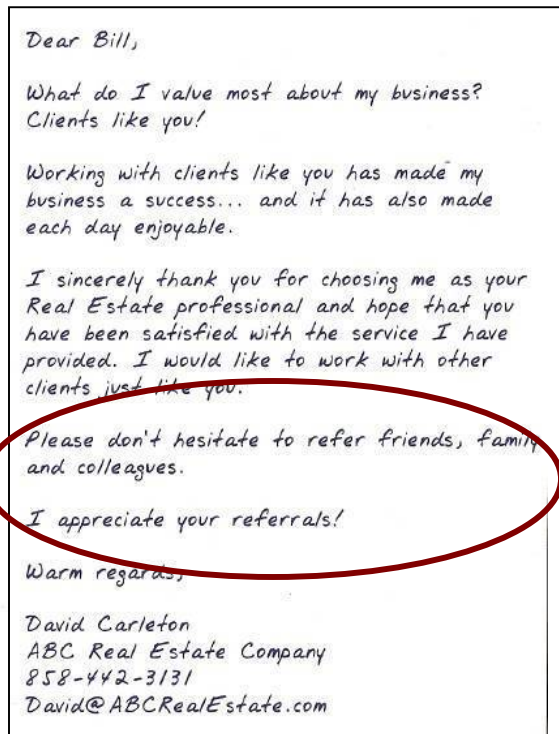
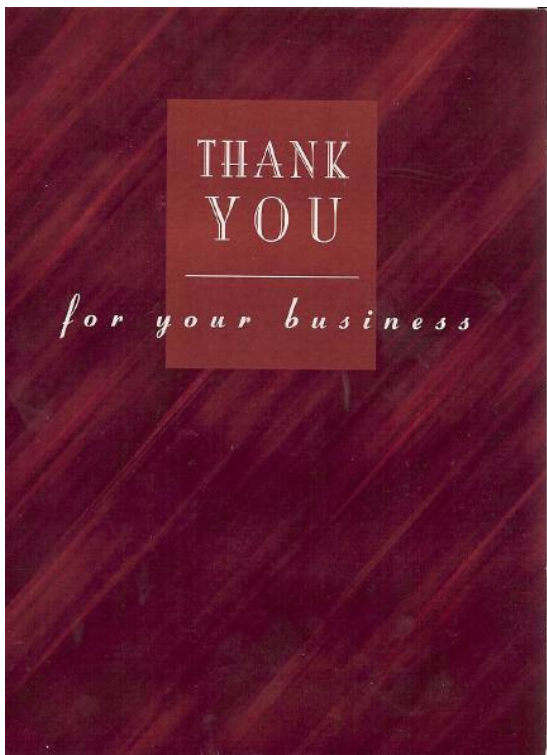
# Easy Way # 1 - Ask and Then Follow Up

**ASK** - I didn't say it was complicated or not obvious, I said it was easy. So if it's that easy, why don't more people ask? First, as I already mentioned, they don't know how. Secondly, they feel awkward asking face-to-face. It's uncomfortable for many people.

So, what do you do then? Ask using greeting cards. Sometime it can be as straight forward as sending them a referral-marketing card. Here are a few examples:



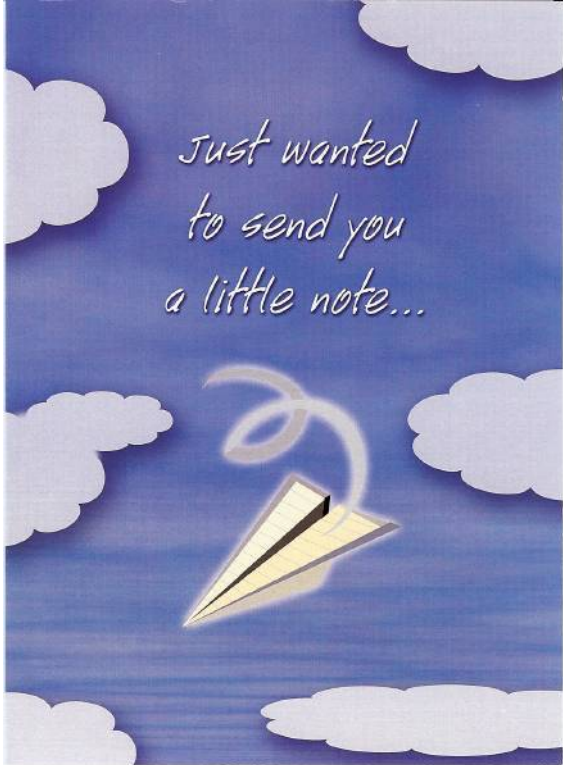
On the other hand, you should be asking for referrals on just about every letter or postcard you send out. Asking for the referral can appear as almost an "after thought" and therefore becomes less threatening to the reader. Let's look at a few examples of this type...



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Hello Danielle,

Thank you for taking time out of your schedule to meet with me!

I have built my 20-year reputation on honesty, integrity and timely service.

Please rest assured that I will do everything I can to be sure that your loan approval process runs as smoothly as possible.

If you have any questions or need any additional information, please feel free to contact me.

Bill Jones  
Jones Mortgage  
858-123-4567

PS - Almost 100% of my business is done by referral, so will you let me know when you hear of someone needing a mortgage?

## Don't Ask if You're Not Going to Follow Up

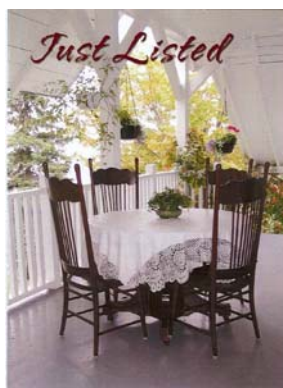
First of all, one of your current clients or customers went out of their way to give you a referral and most will eventually ask you how their contact worked out. It makes people feel good to help out a friend and it makes them feel important because they want to be considered someone "in the know."

So don't disappoint (1) the referral giver, (2) the referral (who might be expecting you to contact them) and of course, don't lose an opportunity to make another sale.

Let's look at an example of a typical follow-up postcard. In this case I am using one from a real estate agent, but it is applicable to any industry or business or occupation.

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Dear Bob,

I ran into Jason Adams last week and he mentioned you might be looking to move to a larger home.

He suggested I contact you. I helped Jason buy and sell 3 homes over the past 16 years.

I thought you might be interested in this Poway gem. It is a gorgeous 5 bedroom home with remodeled kitchen on superb lot. Beautiful hardwood floors, new appliances, moulding everywhere, wonderful views. It truly is a must see home!

I'd love the opportunity to meet with you to discuss what type of home you might be looking for.

I'll call you next week to set up a casual meeting.

Sincerely,

Bob Smith  
Smith Realty  
619-908-6543



Bob - If I do get the opportunity to help you find a home, I thought you should know my philosophy to helping my clients...

"Making it personal" is more than our motto. It's the way we do business. Our total involvement in your transaction guarantees your satisfaction in the whole buying or selling process. That's our promise.

With a commitment like that, we obviously roll up our sleeves and get involved. You will realize that you're not riding along on autopilot but have a realtor partner for life who is actively making decisions to create a positive outcome for you.

From our first meeting, we make sure we have a clear understanding of your desired outcomes. We listen closely and formulate a plan of action to reach your goals.

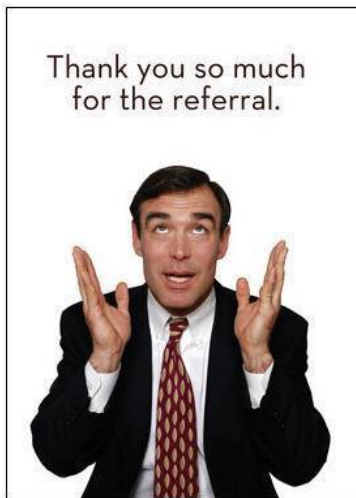
We will be there side by side during the entire process to make it flow smoothly and comfortably. Communication is the key to making sure we stay connected and complete your vision.

You will feel a comfort level with Rick and the team that only our past clients can describe.

# Easy Way # 2 - Always Thank Your Customer for Giving a Referral

Referrals are magic, powerful, and completely free. You should feel obligated to personally thank each person who extends them self to give you referrals. If you treat you customer extra special after they have done a great service for you, you can expect to receive more referrals from that person because you have just reinforced why he/she referred you the first time.

Here are few sample cards and a sample letter you might send to your customer who has given you a referral:



*Hello Gary,*

*I wanted to thank you for recommending that Bill and Mary Jones come to see me for a new car.*

*They came in last week and purchased the same make and model you have. They said they enjoyed the weekend drive they had with you so much, that they wanted to own one of their own.*

*As a token of my appreciation, I have enclosed a dinner gift certificate worth \$100 at Chili's. I'm sure you and Susan can use a night out.*

*Thanks again for your business. And keep those referrals coming!*

*Sincerely,*

*Jim Smith  
Smith Motors*



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## Easy Way # 3 – Send Cards That Get Attention and Make People Smile

I love sending cards that make people smile and think about my business. But they don't always have to be about buying something. Sending out interesting or funny birthday cards show's your "human side" and gets your customers to know, like and trust you more.

Here's an example of a cute card sent out announcing a birthday with a subtle reminder about referral bonuses that are offered. If the card is unique enough not only will the person you send it to see it, but they may pass it around to others. In order to get more referrals, you must stay "top-of-mind." Sending cards like this helps you do just that.



Refer a Friend and  
make up to \$500

Call me for details

*Hi Sandy,*

*I just turned 40 this weekend and  
went out with my family. We all  
had a great time...at least I did!*

*Hope you're having a great  
summer.*

*James Robinson  
ABC Power Sports  
123 Main Street  
Chicago, IL 32091  
312-546-1234*

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# Easy Way # 4 – Implement a Thank You Card Program Throughout Your Company

Let me ask you something. When was the last time you received a thank you card for something...anything? If you're like most people I speak to, it's been a while. When you did get the card though, how did it make you feel? Pretty good I bet.

My point? Sending thank you cards will get you noticed because nobody else does it. And you can bet that not only will it make the person receiving the card feel great, but guess who they will recommend when your product or service is needed? YOU!

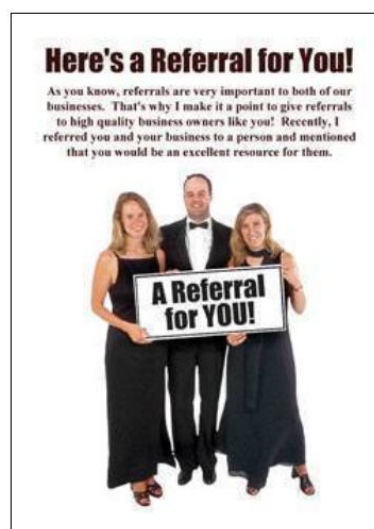
There is always a reason to thank someone for something. Encourage every person or department to send thank you cards...from the shipping clerk to the cashier. Your business will reap the benefits.



# Easy Way # 5 – Give Referrals

Want to get more referrals? Then give more referrals. That's the "give to get" method. The "law of reciprocity" says that when you give something to someone, they feel obligated to give back. That works extremely well when it comes to referrals.

But rather than just calling and reading the information over the phone or sending an e-mail, I send cards. Why? Because it is remembered longer and makes a bigger impact on the person getting the referral. Not only did I give them a great referral, I took the time to actually send them a card with all the contact information on it. That's powerful and something very few people do. Here are a few examples of some referral cards.



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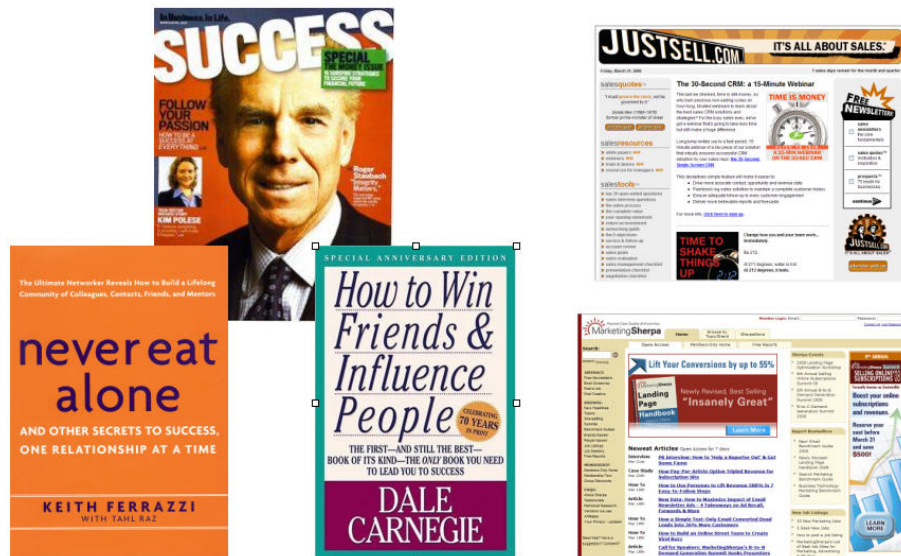


# Easy Way # 6 – Become a Valuable Resource

How would it make you feel, if I sent you some free information or valuable resources that you could use to grow your business? I'm not talking about a "quote of the day." I mean books, magazines, articles, etc. that would teach, inspire and motivate you and your employees.

Who does that kind of thing anymore? Not too many people, but you can and you should if you want to remain "top of mind." Remember, people do business with, and refer business to, people they know, like and trust. Do something to stand out and get you and your business noticed. Becoming a trusted resource by sending valuable information can help make that happen.

The "Law of Reciprocity" will pay you big dividends here.



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# Can You Guess Why Your Customers and Clients Stop Buying From You?

The answer is revealed in this survey by the U.S. Small Business Administration:

- 4% of customers leave a business because the dies or move away
- 5% change their purchasing habits
- 9% decide that your prices are too high
- 14% leave because of the quality of your products or service is low
- 68% stop doing business with you because they feel unappreciated

**Businesses don't lose most of their customers due to high prices or poor quality. They lose 68% of their clients and customers because they don't pay enough attention to them! They don't stay in touch!**

## How to Implement a Very Effective Autopilot Stay-in-Touch and Referral Marketing Follow-Up System

**The Little-Known Secret of the Most Successful Referral Marketer of All Time**

**Have you ever heard of Joe Girard?** Joe was a car salesperson who worked at a Chevrolet dealership in Detroit, Michigan. According to the Guinness Book of World Records, Joe sold more retail automobiles for 12 consecutive years on a one-on-one basis, than anyone else in the world. All of Joe's business came from referrals. What was Joe's secret?



**Joe developed a system of staying in contact with his customers** and potential clients. Every phone call or personal contact he made, Joe would write down on a file card any relevant information. He then sent everybody on his list a unique greeting card every single month! These weren't high-pressure sales

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letters, just friendly reminders to let people know that he was thinking about them.

**In fact, Joe sent out nearly 13,000 hand-written greeting cards** per month to his customers, with the help of two assistants, celebrating anything from Halloween to Groundhog Day.

## **Postcards Have Always Worked For Me And My Clients, But...**

Once I learned how effective postcard marketing was for getting referrals, I helped many businesses implement this type of greeting card referral program with great success. But to be honest, it was very hard work. Many of my clients (and myself included) found it very difficult to hand write multiple greeting cards every month. Not only was the sheer volume hard to keep up with, but also even choosing the cards and keeping them in stock was a nightmare.

## **Then To My Surprise...**

I received a greeting card from a friend. It was a thank you card expressing gratitude for something I had done for him. It caught my attention because the card was handwritten (or so I thought) and it had a picture of a book that I had written on the inside of the card.

**I called him up and thanked him for taking time to hand write me a card** and asked him how he developed the card with a picture of my book inside. He chuckled. As it turns out, the card was sent using a new online system called **SendOutCards.com** that used his actual handwriting.

**He had downloaded the graphic cover of the book** from my website and uploaded it to this new online greeting card system. He didn't even send the card himself, the system did it all for him for under \$1.00.

I had my friend give me a tour of the system and to tell you I was impressed, is an understatement. Joe Girard would have killed for this system when he was selling cars.

## So What is SendOutCards?



Send Out Cards Is an Internet-Based Greeting Card / Postcard **Referral Marketing System...** That Let's

You Send Out Personalized Cards in Your Own Handwriting to 1 or 1000 Customers with a Simple Click. I call this **"WORD of MOUSE"** Referral Marketing!

## Here's How You Can Use The SendOutCards System to Get All The Referrals You Can Handle!

Have you ever wanted to send a card to someone but forget to do it or you simply didn't have time to do it? Have you ever wanted to send a series of follow up notes to a business prospect or customer, but didn't have a system to keep track of who and when to send it to? The SendOutCards.com system solves those problems.

When I meet someone at an event or when someone buys something from me I try to get the person's name and address and sometimes even their birth date or anniversary date. I then put that information into the SendOutCards.com reminder system and when the date rolls around, the reminder tells me to send a personal card to them.

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Next, I pick out an appropriate greeting card in the system (it has over 12,000 greeting cards), write a short note to the person, and then I click a button and it gets mailed.

Another extremely powerful way I use the SendOutCards.com system to get referrals is by sending my customers a 12-month follow up referral card program. I usually get an average of two referrals per customer using this system!



A Custom Developed Referral Card

**Here's the way it works.** After much trial and error, I custom developed a set of very effective referral card designs, which I had SendOutCards.com set up for me in the system. Then I set up a 12-step mailing campaign using a mix of referral cards, thank you cards, and holiday cards.

**Now every time someone buys from me** I enter their name into the system and attach my 12-step referral campaign to their name and push a button. That's all I have to do.

**At the beginning of each month,** over the next 12 months, my customer gets a hand-written, personalized card from me. And the best part about it is that it only costs me about \$12 to stay in touch with them for the next year, without lifting a finger.

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# Not Only Does This System Generate Referrals, But It Closes Sales Too!

Take a look at these startling statistics:

- 48% of sales people never follow up with a prospect
- 25% of sales people make a 2<sup>nd</sup> contact and stop
- 12% of sales people only make 3 contacts and stop
- Only 10% of sales people make 3 or more contacts

## Or How About This...

- 2% of sales are made on the 1<sup>st</sup> contact
- 3% of sales are made on the 2<sup>nd</sup> contact
- 5% of sales are made on the 3<sup>rd</sup> contact
- 10% of sales are made on the 4<sup>th</sup> contact
- 80% of sales are made on the 5<sup>th</sup> – 12<sup>th</sup> contact

So why don't companies follow up on leads and prospects? The vast majority of small businesses have NO system of follow-up. It's because following up has traditionally been a pain in the butt...until now. **If you just stay in touch with current customers and prospects, your business will improve because your competitors just don't follow up.**

**With the SendOutCards system, if you can enter a name and address and push a button,** you can launch an extensive follow up relationship building program with your prospects. Imagine how this system could set you apart from everyone else vying for your prospect's attention. What better way to establish a powerful relationship of appreciation and trust than with a sequence of sincere greeting cards!

**Imagine, with just the push of a button,** being able to send a series of personally customized postcards or greeting cards to your prospects, customers or friends without ever touching a single card. Sounds incredible doesn't it.

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**You can send two cards, five cards, or 55 cards at any interval you specify.** They're called "campaigns" and once you set it up, you can just forget it. The cards will go out on time, in the right order, exactly as if you had sent them out yourself, much like an email autoresponder system.

A campaign is very simple to set up. Here's all you need to do:

**STEP 1** - Define campaign.

**STEP 2** - Select the cards for the campaign and fill them out.

**STEP 3** - Tell the system at what interval you want them sent out.

**The SendOutCards.com system allows you to enter in all the text in the card** and uses a "mail merge format" to grab the persons name and personalizes the card for you. Once you set up your automated custom referral card campaign, you simply enter the person's address and attach it to a campaign and the system does the rest.

## Here's The Best Part

With SendOutCards, you never have to...



**Go to a  
Greeting Card  
Store**



**...rewrite  
your cards  
over and  
over again.**



**...stuff  
another  
envelope.**



**...lick  
another  
stamp.**



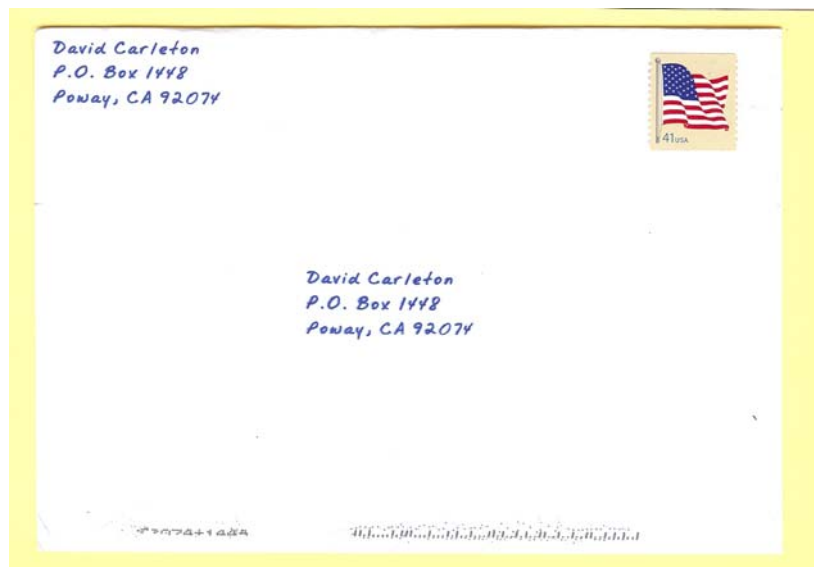
**...or go  
down to the  
post office.**

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# Not Only That...

SendOutCards with print it, stuff it, lick it, stamp it and send it in a real envelope, with a real stamp in your own handwriting using your real signature for about a buck. That's just amazing and it's what I call "mass personalization." Just take a look...



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This system is not only automated, but it is a huge time saver. Using this system has turned my prospects into customers and customers into evangelists for my business. You really owe it to yourself and your business to take a closer look.

**[Click Here to learn more and see a live demonstration of this amazing system. You can even send out a card for free.](#)**

To Your Continued Success,

David Carleton

[www.IncreaseReferralsASAP.com](http://www.IncreaseReferralsASAP.com)

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About the Author:

David Carleton is the CEO of Street Smart Sales and Marketing and author of The Essential Referral Marketing System and The Ultimate Lead Generation System. To learn more about these best selling manuals go to [www.AdvancedSalesActionPlan.com](http://www.AdvancedSalesActionPlan.com)

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