



Upcoming Events

SPEAKING

We'll be speaking at Sage Insights 2010 in Denver on May 17 - 20. If you are there, be sure to come by and say hello.

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

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Tips for Leading Results in Marketing

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In this issue, we are focused on building your business by referral.

The secret weapon to creating business without spending a single cent on marketing

Referrals.... Many of the clients that we work with say that they ask for referrals and have strategic referral resources. But when we dig deeper, they don't have a system and a strategy for asking for referrals and keeping referral sources.

There are two key parts to a referral marketing system.

1. Getting a steady flow of referrals
2. Turning those referrals into clients

In this newsletter we will begin to address getting a steady flow of referrals.

Your customers can be a great source of referrals for you, if you set the expectation upfront as you close the sale. Let them know that you will be providing such exceptional service for them that they will want to let everyone know. Don't create happy customers by accident, and don't make getting referrals an accident. Make it happen.

Here are some programs and systems that you can create within your business to build customer referrals:

- Customer Loyalty Program
- Quality Assurance Program
- Customer Advisory Board
- Buyer's Remorse System
- Occasional free gifts or items of value to them like information
- Referral Rewards Program
- Commission Program
- Referral Program
- Affiliate Program

Make it easy for them to refer you. Supply them information about who your target market is and what your core message is. You may want to write a letter of referral for them, give them postcards to send, or write a script.

You also need to let them know your process for following up on their referrals. Many of your customers may be wary of giving a referral because they don't know exactly what you will do with it.

Reward your customers every step of the referral process. When they give you a referral reward them right away. Send them movie tickets, gift certificate to Starbucks, or gift to their favorite charity. Let them know exactly what you have done and what your next steps are. After you close the sale make sure to reward them, as well. Make asking for referral a part of doing business!

If you'd like read more on referrals, part 2, building your referral network is located at our Fan Page on Facebook. [Here is a direct link to it.](#)

Blogs worth your time

[Customers by Referral](#)

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This blog is written by Diana Ratliff. She is an author and entrepreneur with a passion for the power of the carefully-chosen word - and a passion for working smarter, not harder! She regularly shares the secrets of attracting customers..

- ..Who Buy
- ..Who Come Back
- ..Who Gladly Refer You

Social Media Tip

Here are 3 good ways to use LinkedIN for getting referrals:

1. Get Recommendations. We all know that satisfied customers are the best source of new customers. You increase your word of mouth referrals by asking your happy clients to write you a recommendation on LinkedIN. This will be published on your LinkedIn profile and will be broadcast to their entire LinkedIn network.

2. Create a LinkedIn group.

Here are some great groups to closely examine to see how they do it: (use the groups search function on LinkedIn to find them)

Inbound Marketers – For marketing professionals

Social Media Marketing

Tweeple

Here's how to maximize your LinkedIn group:

- Adding keywords in the description of your group will increase your search rankings on LinkedIn's search section.
- Adding keywords in the title of the group will allow you to be found on Google.
- Adding your company website or blog to the group will drive to drive traffic to your site.
- Adding your blog RSS feed to the group will ensure every new article is automatically posted to the home page of every group member.
- Sending a weekly message adds value for group members and drives traffic back to your site. Connecting to people in the group and make introductions to those who could potentially do business with one another.

Make sure to create a group that fills a need for the audience you're targeting in your business. By doing this you will ensure that every person who joins the group is a qualified lead.

3. Write recommendations. Getting recommendations from clients, colleagues, students, and others will help boost your online credibility. Ask for recommendations, but in our opinion, the best way to get a recommendation is to *give* them. Offer a heartfelt recommendation to a client business that you feel has done great work or a colleague, and they'll often return the favor. You will have wonderful testimonials to use other places, too (with the person's permission, of course). This is one of the features that differentiates LinkedIn from many other sites.

A Cool Tool to Use

We are being a bit self-interested this month with the cool tool. We'd like to offer you the first chapter of "The Referral Engine". This new book by John Jantsch, the author of Duct Tape Marketing, comes out in May. You can download the first chapter by [clicking here](#). Or you can buy the book from Amazon by clicking the image below.

