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# **Special Report**

## **on**

# **Referral Marketing**

**by Sarah McIver**

## **About the Author**

Sarah McIver is a seasoned professional copywriter and lead generation specialist who does things a little differently. Not only does her business sense drive her in new and exciting directions, her appreciation for her clients knows no bounds as she offers them the chance to donate a percentage of her fees to the charity of their choice, a first in her line of work. Sarah provides lead generation solutions across all media for businesses of varying sizes with different needs. Geographic location presents no problem thanks to her efficiency at obtaining information and providing solutions via email, to which many clients from across the globe can testify. Sarah believes in a new brand of advertising that focuses on building a personal connection and establishing trust rather than throwing benefits around then asking for credit card numbers. These differences make her one of today's sought-after copywriters and a great asset to any business ready for her results.

## **Introduction**

Firstly, thank you for signing up to receive my freezine 'Copywriting Secrets', a resource which will no doubt become one of your greatest weapons in the fight for fresh, highly targeted leads, regardless of the type of business you're in.

This Special Report on Referral Marketing is my gift to you. My only request is that instead of passing this on to others, please refer them to my website ([www.theglobalcopywriter.com](http://www.theglobalcopywriter.com)) so that they may sign up for their own subscription of 'Copywriting Secrets'.

And, of course, don't forget about Your Special Bonuses, one of which you will be entitled to if you decide to hire me for your lead generation needs and the other you will receive if you refer a paying client. Find out more at [www.theglobalcopywriter.com/yourspecialbonuses](http://www.theglobalcopywriter.com/yourspecialbonuses)

Hopefully by the end of this Special Report you will begin to understand the power of referral marketing and why it should be the big gun in your arsenal of lead generation tactics. If done properly, the results will make a huge difference to your business.

So let's get started...!

## **Referral Marketing – The Elusive Lead Generation Strategy**

If you haven't already heard of it (where have you been?), Referral Marketing is probably one of the most powerful lead generation strategies you will ever come across.

Today advertising is everywhere. Everywhere you look, it's there. On buses, metros, even some cars, billboards, in bars, restaurants, stores, even on the clothes we wear and the packaging of the food we eat. While that may sound good, especially for the businesses being advertised, it's producing a problem within the advertising industry and therefore every business that advertises.

The problem is people tuning out.

Over-saturation of advertising is causing people to simply switch off, tune out, look the other way, think of something else.

Advertising as we know it is losing its effectiveness. Not good news.

This is where referral marketing comes in.

If you could get everyone to start *talking* about your product or service, what kind of impact do you think that would have on your business?

Chances are, some of your best clients have come to you through word of mouth. Someone probably bought your product or service and told their friends and family about it, how great it is and how they should also buy it.

But you can't *make* people talk about your product or service.

Can you?

## **Referral Marketing – Harnessing the Power of Word of Mouth**

Because advertising is saturating their lives, people now need an extra push to go for a particular product or service. And that extra push comes from friends and family, co-workers, associates, generally people they respect or trust.

Think about it.

If a complete stranger tells you about Brand A, a brand of orange juice, and your best friend tells you about another brand of orange juice, Brand B, which brand are you more likely to go for?

It's the personal recommendation people need that will cause them to choose you and your product over that of your competitor.

What Referral Marketing consists of is a system through which you can harness that Word of Mouth power and cause it to repeat, over and over again.

Imagine being able to control how many people just one satisfied client refers to you.

Or two satisfied clients.

Or 200...

Imagine what that could do for your business.

## **Referral Marketing – The Backbone**

I'm going to explain how this Referral Marketing system actually works. Don't worry if you can't follow the process, I'll give you some more examples later on. For now just see if you can get the general idea.

Business A decides to start attaching referral forms to their product, which offer a bonus of some kind for referring five people. Mrs Smith decides she really wants that bonus but she also loves the product and knows a few of her friends would like it too. So she fills in the form, referring five of her friends, and sends it back to Business A. Those five friends then receive a note in the mail, apparently from Mrs Smith, recommending that they try Business A's product and if they like it, they should refer their friends. And so on.

This is a simple example. The bonus can be anything but studies show that a relatively inexpensive reward works better than something more valuable, mainly because people will refer because they want to, not because they're being bribed to. You're just offering them the opportunity to refer, with the added bonus of receiving a token of appreciation for their efforts. If people feel they're being bribed to refer, they won't, simple as that.

When sending 'notes' to people that appear to be from their friend, you need to ask permission first or, even better, get the friend to write the recommendation themselves. Use a font that looks like handwriting, in blue not black, to make it look even more personal.

One important point to remember in this type of example is actually something to forget! This is not the time to be 'salesy' so forget your sales talk: don't write as if you're trying to sell, this will put people right off and your efforts will be seen as fickle and profit-oriented. You want your referral materials to appear as personal and friendly as possible.

Let's move on to a couple of realistic examples.

## **Referral Marketing – In Action**

### Example A – The Plumbing Business

*A small plumbing business wants to increase their regular client list. On the next visit, the plumber asks clients to fill in the names of some people they'd be happy for the business to contact about their services. They also tell their clients that they will reward the person with the most referrals that turn into regular business with a free handbag or travel case. They ask the clients to fill in a recommendation for their friends that the business can use when they contact them.*

*So the business then draws up realistic looking notes, along with the recommendations, for the people their clients have referred. The notes are then hand delivered along with a leaflet about the business and a coupon for 10% off their first service.*

The clients get the chance to help out their plumbing business of choice and win a token of appreciation; the people the clients have referred get 10% off their first service and the plumbing business gets a bunch of fresh leads.

### Example B – The Restaurant

*During the off-season, the restaurant wants to increase business a little to see them through until things pick up again. So they compile a flyer that sits with the table menu offering 50% off the bill at the table with the most diners on a particular day every week. The diner picks up the flyer, shows it to all his friends and gathers them all together for that day.*

The diners get 50% off their bill if they win and the restaurant gets a rush of business on that day every week plus the extra advertising.

## **Referral Marketing – Versatile, Low Cost, No Excuse!**

As you can probably see by now, there are a huge variety of ways you can implement referral marketing techniques. Any business can use referral marketing to get people talking about their products or services and generate leads.

It's very cost effective yet not too complicated.

Many businesses have massive lists of people who have bought their products, a veritable gold mine of new leads, yet they do absolutely nothing with them.

If this describes your business, you're missing out on a huge chunk of new leads. Not just plain old leads but targeted, 'warm' leads.

And that's something no business can afford to pass up on.

So working on those lists is a good place to start.

If you're already there, your next step should be to look at your business from your clients' point of view:

- Why should they tell their friends about you?
- What makes you better than your competition?
- What makes your product/service so special?
- What do you offer your clients that no-one else does?
- How does your product/service solve a unique problem for your clients?

If you want people to start talking about you, give them a good reason to.

By using referral marketing techniques to generate fresh new leads for your business, you'll quickly see just how powerful it can be.

I hope this brief report has given you some ideas that will help you transform your lead generation strategies and ultimately boost your business success.