

Robert: Welcome to the teleseminar on *The Referral Flood* with John Jantsch. Why I decided to put this teleseminar together is this whole issue of getting referrals and turning referrals into a system so that you get them on a regular, consistent basis – almost an automatic basis – it is very, very important to marketing. As John and I say, when you ask people how they get new business, almost everyone says, “By word of mouth.”

But when you ask them “What system do you have to get referrals on a regular basis?” almost everyone says, “What system? I don’t have a system. Is there a system? I thought you simply did the best work you can and then went home at night and prayed for referrals.” Right, John?

John: That’s absolutely right.

Robert: I invited John on this call because he had written a manual with four CDs – a complete turnkey, detailed system on getting referrals. I invited him on this teleseminar and said, “John, I really want to cover the most important things, things people can use. We’re going to go into as much depth as possible in an hour.” After all, you might want to get his complete program, but we’re going to give you as much as we possibly can.

John, why don’t you tell people a little bit about yourself and why you’re the referral guy?

John: I like to tell people many times that marketing is about the only thing I’ve ever done, really, right after getting out of college. I just had my 25th reunion! I went to work for a large advertising agency and I really, really enjoyed it. About five years into that experience, I had my first entrepreneurial seizure and sat around one day saying, “Gosh, how hard could this be? Any dummy can run a business; I’m working for one. It really can’t be that hard.”

Robert: You were working for a dummy?

Robert Middleton Interviews John Jantsch

John: I mean, any dummy can run a business, right?

Robert: Right.

John: Like many people who are on the call, I had that “What the heck? How hard can it be?” That was about 20 years ago when I started my own marketing firm. About 10 years ago, in 1995, I met and began to work side by side with Michael Gerber, who many of you all know (especially you California folks) is the author of *The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It*.

It was about that time that I really started exclusively working with small business owners. One of the first things that I always did, particularly when we got to the idea of marketing or the area of marketing, was I always asked them “How did you grow your business to this point? How did you get started? How did you get some clients?”

I think that I logged several thousand responses to that question between workshops and one-on-ones and seminars and probably in the area of 98% had almost the same answer. It somehow got around to the idea of referrals or word-of-mouth. “I did some work for my uncle, and he told two people, who told two people, and so on, and so on.”

As you already referenced, the follow-up question was always “Well, what do you do to then systematically generate those referrals and make this a powerful part of your marketing strategy?” Again, in the 98% category it was “Well, I don't do anything.”

About two years ago, I decided that my contribution, or one of my contributions to small business, would be to cure what I call “the curse of the accidental referral.” I went out and interviewed several hundred people in two groups – business owners who I found that had a pattern of generating referrals, and I really did try to dig in deep into what they did that was different from others who didn't.

Robert Middleton Interviews John Jantsch

Then, the second group I talked to were people who were very good at giving referrals. They generated a lot of referrals; they understood the idea of a referral network as a way to build their business. I then took most of that information and compiled it into this book that you talked about, *The Referral Flood*.

Robert: That's great. So, he definitely has lots of great ideas. Let's get right into the ideas. The first question I have, John, is can you just tell us why referral marketing is so important? What is it exactly and how to make it work for you? Give us just an overview. Why is this so important?

John: First, I will give you my textbook definition just so we're on the same ground here. Referral marketing, to me, is (and again, this is sort of the dry, textbook definition, but it is worth putting on the table), a marketing strategy. It takes advantage of people's inherent desire to help. But, what it really is is a systematic, what I call "warm lead" generation system.

If you are taking notes, kind of keep that at the top of the page and that will be what we come back to. You asked why they should do it. I have about seven reasons that I go into great depth on. A lot of the times, we can sit here and talk about "You need to do this system, or you need to do this step."

But, sometimes you have to get some leverage and that is what I'm going to do right now for the callers. I'm really going to try to give you this "why what we are talking about today is so important."

Here are a couple of things I have found in people that really take a systematic approach to generating referrals. Number one: it is probably the greatest return on investment of any marketing activity. Obviously, advertising can cost money; doing other initiatives can cost money.

I have some clients, and I'm sure you do too, Robert, that consistently generate referrals without really spending one dime. It's not always the case, but it certainly can be the case.

The other thing that I found is referrals, or clients that come to you by way of referral (and again I'm going to put a little footnote here – as long as you follow some of the systematic steps that we're going to talk about later) are generally much more qualified.

Hopefully somebody has explained to them already the value that you bring, why you charge what you do, and the solutions that you provide. So, instead of a lot of hoop jumping where you try to find out “Is this the right match for me or not the right match for me,” in many cases a lot of that work is already done for you.

Robert: I'm sure everybody can relate to that when you get a call from someone saying, “I was sent by so-and-so.” Usually the sales process goes a lot faster and easier. They are a better client. They're almost ready to work with you, right?

John: Exactly. Another big issue in many cases is there are fewer issues on price. A lot of times, if somebody just comes to you because they found you in the yellow pages or who knows how they found you, they don't have anything they can use to compare you. They haven't been educated, they don't know what value you bring, and they don't know the benefits of necessarily working with you. So, the next question is “How much do you charge for X?”

Typically, somebody who comes to you by way of referral will not be as concerned about what you charge for X, and secondly will actually come to you in many cases expecting to pay a premium.

Robert: That is interesting. That is an argument for the thing that price is definitely not the main thing when supplying services.

John: No, and you talk about it all of the time, Robert. I always use the line “There is always somebody willing to go out of business faster than you.” So, price is not a great place to compete.

Robert Middleton Interviews John Jantsch

Robert: Those are some of the reasons for having referral business. You are going to get better clients and they're not going to be so concerned about money. Are there any other important things?

John: There are probably three more points I want to make. One is the idea of borrowed trust through a referral. I hope that a couple of you have at least heard of me on this call, but most of you are on this call because you already know, like and trust Robert. You have already read his products. You know that he delivers. You know if he backs something it's probably going to be worth your time.

So, I am the benefactor of that trust that you have already established. That can be a very, very powerful thing as evidenced by the number of people who are on the call right now. This is a great example really in action of a referral strategy.

Here is probably the last point I will make on that. This one is a little squishier for some people, but I think it's really, really important in the long run. If you begin to look at referral marketing as the primary way, or as one of the primary ways that you generate new business, one of the things you are saying is "For every client we bring in, we are going to make sure they are so happy that they want to refer their friends, neighbors and relatives."

If you come from that point of view, and if everyone in your organization comes from that point of view – the way we're going to measure our success is that we're generating referrals – it has a tendency to make you do a better job. Again, that may not seem like marketing.

Robert: As you do a better job, more referrals come as well just from that way.

John: When it becomes the focus, it is so powerful.

Robert Middleton Interviews John Jantsch

Robert: You talk about creating a whole referral system. What I would like to do so we get into the nuts and bolts as quickly as possible, is ask “What is the very first thing someone has to put into place, or think about, or strategize about before they start asking for referrals or setting up systems for referrals?”

John: We will focus on that word “system” a little bit. One of the things that I did find when I went out and talked to a lot of these business owners and referral network folks is that the reason they either didn’t get referrals or go after referrals, or the reason that people didn’t refer them, is because they tended to look at referrals (or really all of their marketing activities) as an event, as opposed to what we mentioned in the beginning – a system.

You asked what is the one thing, and I guess I’ll have to hedge my bet a little bit here and say the one thing here is to create a system. That system, and I think we could probably talk about each of these points in detail, in my mind has about seven parts.

Robert, what if I just quickly throw out the parts so everybody has a point of reference? Then, maybe we can come back and talk about each of the parts of the system?

Robert: Yes, that would be fine. Let’s just bullet point the parts and then we’ll go through them one by one.

John: The first thing is to really have a referral target market. That is to understand who you are going to go after. Who are you going to target for referrals? Just like many things, you don’t want to just do the shotgun approach. You want to have a target of who you are going to ask for referrals.

Robert: John, let’s even bullet point them more than that.

John: The second one is to have identified your ideal target client. In other words, who makes a great client for you? The third one is for you to have, identify, and be able to communicate with a

core referral message. Why would somebody refer you, what is in it for them – those types of things.

The fourth one is to create an education system, and that is just a formal way in which you educate people on why they should refer you and how they should refer you. The fifth point is to actually have (and here is the creative part) your referral lead strategy. That is your offer; that is the thing you are going to put out there that people are going to respond to when generating referrals.

The sixth point is a referral conversion strategy. Again, at the very outset of the call I said this is a lead generation system. Just because somebody referred someone doesn't mean they are a client. You still have to turn them into a client and have that as a strategy.

The seventh part is follow-up and that is just really almost starting the cycle over again on how you are going to communicate back to your referral target market.

Robert: Now let's go into them a bit more in detail.

John: The first one is the referral target market. In other words, you need to identify who it is you're going to really laser in on and try to get them to generate referrals for you.

Robert: You have a certain base of clients, perhaps, and you say, "Okay, these are the best people to get my referrals from."

John: That may be. One of the things I like to tell people is "Who would be, or who could be, the most motivated to generate referrals for you?" In some cases, it might naturally be your clients. After all, they are the ones who have actually experienced the wonderful things you can do.

But in some cases, there are other people or other complimentary businesses that actually would benefit in greater ways by referring you. I'll use the example of a CPA who

Robert Middleton Interviews John Jantsch

actually goes after estate attorneys. Obviously, those folks can be very motivated, and I don't mean to just take motivation as money-motivated. They can be motivated to help their clients in a way far greater than your estate planning client might be. Does that make sense?

Robert: Another example, I've worked with a lot of organizers. Every organizer is a bit different and they find that other organizers are great referral resources for them because they may need someone to organize an estate, or organize a house versus an office. So, they network a lot with other organizers.

So, the first step is to really understand the best you can, write it down and be clear about who are these people who can refer. This is one of those steps that people say, "Well, you know, let's get on to the other stuff." But, you have to write this down and think it through. Otherwise, you're not going to have anywhere to go with next if you're not really focused.

John: One of the things I found is that without this system, or sort of framework, you waste a lot of time. When I talk to people and ask them "Why don't you do this? Why don't you use referrals?" that was one of the biggest. People didn't get the returns or they didn't get the qualified leads. They'd get stuff they didn't want or people who really didn't fit them.

A lot of that is due to the fact that they didn't have these steps we're talking about.

Robert: So, step one is I've identified the people that would be the best to refer people to me.

John: The last point on that is sometimes that can be both – your clients and a referral network. You really almost have to have different approaches.

The second one is a place where a lot of people really slip up. I know, Robert, in the *InfoGuru Manual* you talk in great detail

about these next two steps. You need to be able to communicate very succinctly who or what makes an ideal client for you.

That is the step where a lot of people will say, “Gosh, do you know anybody who needs what I do?” “Well, I know a couple of deadbeat people who don’t ever pay their bills. They might need what you do.”

Robert: In other words, you just can’t be general. If I want someone to refer people, I would say, “The best people for me are small, independent professionals such as consultants, coaches and trainers who are struggling to attract clients.” Let them know who they are and also the problem, issue or concern they have that makes them need your particular service.

John: Actually, the more laser you can get about that the better. When you just ask somebody, “Do you know anybody who needs financial planning?” or “Know anybody who needs consulting?” it’s very difficult to think of anyone. I suppose everybody does, right?

But, when you do just what you did and you describe it in some detail, all of a sudden they say, “I was just talking to Jim the other day and he mentioned that exact problem.” It just really has the effect of jogging their memory.

Robert: This is very much like the audio logo in some ways. Just have that clear, consistent, concise message to use everywhere and always. I have been at a party and someone says, “What do you do?” I say my message and they’re not particularly interested for whatever reason.

Half an hour later, they bring someone over and say, “You ought to be talking to Sally here, Robert. I think you can help her.” That was like an instant referral and it came out of the clear message.

John: This also stops you from getting people that you don’t want to do business with and aren’t a fit. When you say, “Here is who I

Robert Middleton Interviews John Jantsch

do business with,” you’re also at the same time saying, “and I don’t do business with the rest.” That is just as important.

Then the third part is – and I had actually made the note here that says this is probably very much like the audio logo as well – you need to be able to communicate what I call your core referral message. In many ways, that is much like the audio logo, but it’s tailored for this market or for this referral message.

That simply is a way to clearly state “Here is the value I bring. Here is the problem I solve.” It is amazing, and I’m sure you’ve found this. Sometimes even your own clients, even people who do business with you, need that little gentle reminder of “Here is the value I bring.” In a lot of ways, people do sometimes start to take it for granted. If you can package it in eight words or less for them, you’ve done them a great favor.

Robert: Do you know about my \$1 million bet, John?

John: I’m not sure I do.

Robert: My \$1 million bet is if you give me a list of 20 people who know you and I call them and ask them “Do you know what John does?”, if all 20 can say exactly what you do, you win \$1 million. Usually, it is all over by the second person.

John: I’m afraid I could give you a list of my family!

Robert: Exactly. So, it is always back to very clear communication. What is the next step in the system?

John: I always have to make two points on that. That is particularly with your clients. But a lot of times with this referral network, for somebody who has not experienced your work or maybe never will experience your work, in a lot of ways your message has to explain to them or let them get their arms around why they would refer you. What is in it for them? How is it going to help their business? How is it going to make their life easier?

Sometimes having that simple explanation can really be the motivation for them because in some cases you really won't have anything to offer them monetarily. But, if you can demonstrate how this is going to bring more value to their clients, in many cases that can be enough, too.

Number four is an education system. This one is probably the biggest part in terms of framework. Again, when I went out and asked particularly network folks such as attorneys, doctors and dentists – people who did generate a lot of referrals – what was the one thing that held them back. There were really two things.

One of them was that they just really didn't know how to refer somebody. They weren't really sure how to introduce themselves and how to explain what they did. We talked about that a little bit already. The other point they had was they weren't really sure what you were going to do with that referral.

In other words, they maybe had a case where they referred somebody and that person just pounced all over the referrer and hounded them, and maybe caused them some problems in the relationship.

Robert: Once I referred an insurance person to a colleague and they said, "Don't ever refer insurance people to us!" We have that fear.

John: That is something that having a systematic education system can help. The parts of your system are that. We have already talked about a couple. What I am talking about is that you would sit down with a client, or sit down with somebody in your referral network. You would have a way to explain to them 1) here is what makes an ideal client for me and 2) here is the value I bring. So, those are the two points we talked about.

Number three is "Here is exactly what I'm going to do with this. I am going to call them, I'm going to send them two letters, I'm going to send them free movie tickets," or whatever it is, and you communicate that to them.

Robert Middleton Interviews John Jantsch

Robert: The thing I always say is I'll send them a report, then I'll follow-up – something like that.

John: Yes, you clearly communicate “I'm going to do these things.” Then, hopefully you're also communicating by that same thing “and I'm not going to hound them 100 times. I'm not going to call them at dinnertime” and those types of things.

And for the fourth point, this again can take on many, many forms, but here's how I will reward you. Here is the offer. Here is what I'm going to do for you. We'll talk about some of these in great detail because those are the fun parts about the system. There are many ways to create this. I talked about actually having a formal meeting where you sit down. I have clients who will create a little Power Point; they'll step through that.

They will have the formal meeting in the client's office or in the network partner's office and they'll literally say, “I want to take this time to educate you on how to refer me.” It is amazing how often by driving home this value and having this organized approach that all of a sudden you can raise your level of professionalism in that person's eyes in many cases because the three other people who are hounding him for referrals didn't do anything like this.

Robert: Other people say, “Gee, if you know anyone else that can use my services, please have them call me.” That's what everybody says, something like that right?

John: Exactly.

Robert: That just doesn't work. So, you are going a lot deeper than that and you're not talking about necessarily “Okay, now that we've had this meeting, give me 50 people I can call.” In some cases that might happen and we'll get in to that.

But, it's a lot more of “You're going to bump into people who need my services. I want to educate you in all the ins and outs of what you need to know so you can know that I'm a good person

to send them to. Here is how you'll be rewarded and here's what is in it for you." So, it is a little presentation that you put together.

John: That's right.

Robert: That's very good.

John: Really taking it to that level, and I can't reiterate it enough, your competitors are not doing it. So, that really makes you stand out.

I have another client that just creates a simple one-page that is almost like a resume on "Here's how to refer me." It is a document that actually shows somebody how to talk about my business, who to talk to about my business, what I'm going to do – all of those steps we talked about. They just put it on one piece of paper and many times they'll include that almost as a letter of introduction.

Robert: John, I don't want to put you on the spot, but do you have a sample of that?

John: I do.

Robert: Could we include that for everyone who has attended the teleclass?

John: In the resources? You bet.

Robert: You can send that to me and we'll put it up after the teleclass because that's a good tool you can use.

John: Now we're on to the fifth point, which is the lead strategy. What is it that you're going to do? What is the creative thing that you're going to do? I'm almost going to skip this one because I think we're going to spend about the last 20 minutes going over five or six actual examples of this kind of offer.

Robert Middleton Interviews John Jantsch

Robert: Give us the outline.

John: This is the creative part that really gets people interested. In some ways, it can become a big part of your marketing message of how you are different is how you structure this referral lead strategy.

Robert: This is kind of “what’s in it for you if you refer people to me.” Is that correct?

John: Right.

Robert: This is the benefit. So, this is kind of a reward system or acknowledgement system, or just some reason why sending referrals can help them.

John: Exactly. Then, it is the same with the conversion strategy. The biggest thing about that is obviously if you generate thousands and thousands of leads but don’t turn any of them into clients, then maybe this hasn’t been the greatest return on investment. So, what that says it to take ten minutes. I am amazed at how many small business owners don’t even take this one simple step.

“We got that referral. We got the list of five names of people you play tennis with. What do I do now? What do I do when they call?” To literally have, as you started to talk about, I am going to send them this, then I am going to call them on Tuesday, then I’m going to follow-up in this manner which is again a systematic approach that is going to allow them to.

Really, what you have there (and some people don’t look at it this way) in many cases is a warm, qualified lead. Just because Robert said I should call you doesn’t mean that you are going to feel obligated to become my client.

Robert: That’s right. You still have to do something. I remember the early days of my business. I would sometimes get a lead. I remember this one case where I got a lead to a business. He was

Robert Middleton Interviews John Jantsch

a higher up in a big corporation which was very intimidating. So, I called him and left a message. He called back and I was so scared I didn't even call him back. That's not a very effective system.

John: Unfortunately, that happens all of the time.

Robert: It happens all the time. You get a lead and you just don't know what to say or how to do it. You just want them to call you saying, "John told me about you. I hear you're wonderful. I have half a million dollars. Is that enough?" That's what we'd like to hear, but that doesn't happen too often.

John: I know again going back to the *InfoGuru Manual* you would have these documents that explained why you're different and that really told your story. You'd have them ready and you would fire those off. You would then schedule the next step, but you have a set process.

We're talking about this in the context of referrals. This is Marketing 101 period. I don't care what you're doing. You better have a process to do this.

Robert: John, we're going to come back to some of the reward things later, but let's get into this in a little bit more detail. So, say you are the person who was referred to me and I'm calling you. What have you found is the best, simplest, most effective way of getting that person on the phone, having them ready to receive the call, and turning it into an appointment?

We've done teleclasses on this one topic before, but it bears repeating.

John: In my own personal experience, one of the things you need to have is four or five approaches because people receive information in different ways, and I'm sure you've experienced this. Sometimes people get frustrated because they call somebody, they leave a message, and then they never hear back.

What I have found is there are phone people, there are email people, and there are direct mail people. In many cases, what I will do is set up a system where you utilize all of those. You send an email. You maybe send a letter of introduction or you send this “How to Refer Me.” You leave a voice mail.

Again, not that you’re hounding people, but you have all of these ready so you can consistently make three, four, or five contacts until you’re ready to move on to the next step.

Robert: I think one of the important points here, John, is if somebody doesn’t return your call or your email the first time, it doesn’t mean that they hate you, don’t want to talk to you, and they’re not a potential client. It could be bad timing. They’re just not sure yet. You’re saying with friendly persistence to follow up with some information, maybe send the article, and do a call. If they don’t respond to that, send the email.

John: Have a hand written note that says, “I ran into Betty at this party and...” Have just a number of those approaches. I have found that there are people who won’t ever return a phone call. It doesn’t mean they don’t like you. That is just the way their life is.

Robert: I found that there are people who have pursued me so I would become a client and the good ones have done exactly what you’ve said. In a friendly, persistent kind of way they have sent me something, but I wasn’t so sure so I didn’t answer by email.

Then they called and left a message. But, they never made me wrong for not responding. It was just “I know you’re probably busy, but I wanted to send you this. I would love the chance to talk to you for a few minutes.” Eventually, I talked to them and it works out.

John: I think a key to that is what we have talked about. It is really having a firm idea of your target market. If you know somebody really fits in to that and you are a good fit, I think you can have a little more confidence in pursuing them. Sometimes people

Robert Middleton Interviews John Jantsch

give up early because they know if they make 100 phone calls, there are really only about 10 people they really want to talk to.

So, if you have a narrow list, which is what I really encourage people they go after, then you can spend a little more time and energy because you know there is a good fit there.

Robert: You get a higher percentage of conversion.

John: I'll go back to your *InfoGuru Manual*. I assume most of the people on this call are at least familiar with that.

Robert: I hope so!

John: I think you give one of the best explanations of creating marketing materials that educate. That is what I think you referenced - the idea that you start demonstrating you are willing to give before you take and you're willing to educate, and you're willing to share. That's what having multiple forms of contact, I think, helps you to do.

Robert: Absolutely. So, what is number seven in the system?

John: I think we were down to just the idea of following up. One of the things that I hear from a lot of people, and we all get busy and sometimes closing this loop gets difficult, but have built into your system a way that you are going to communicate back to your referral sources.

Here's what happened. Here's what I did. This person turned into a client. This person was really nice; I sure appreciate it. We are not going to do anything today, but I really appreciate you doing that. For many people, that kind of acknowledgement is sometimes enough to keep the tap flowing.

But, when they don't ever hear back from you, or they only hear back from you when you land a big client, sometimes they don't feel appreciated. Sometimes they just forget about you and all of those things. I like to tell people to do it every step of the way.

Robert Middleton Interviews John Jantsch

In other words, if somebody sends you three or four names, but one of them doesn't work out or it wasn't a fit for whatever reason, send them movie passes or something.

Just acknowledge the fact that they sent you that. Eventually, they'll send you one that turns into something. Then, maybe you can have a whole other level where you send them the giant fruit basket or something.

Robert: I think we all have had the experience that we've sent someone a referral and we know that they did contact them. Sometimes people send referrals and they never call. But, they get a referral and we never hear anything. That just stops the flow, doesn't it?

John: Exactly, and for lots of reasons. I guess maybe they don't appreciate it. Maybe they don't want referrals.

Robert: You know, just a call, an email or a handwritten note, which is even better for people that still do that. By the way, in the *InfoGuru Manual* you get this report on thank you notes. It is a really useful one that fits into this whole conversation. People that do that consistently and really show and demonstrate appreciation for referrals tend to get more referrals. It's very simple.

John: Obviously, giving referrals and being a referral source yourself is a tremendous way to keep the tap flowing, too.

Robert: Absolutely. Why don't we get into more of the specific reward systems or reasons for people giving referrals. Before that, I want to throw in something as well that you don't have that I think is really important. For me, it's one of my biggest sources of referrals. Maybe you talk about this in your manual, but the simple act of keeping in touch with people keeps the referral flood going.

People see you, meet you, work with you, think about you, and then you complete working with them. They don't hear from you for a long time. It's nothing personal, but they just forget

Robert Middleton Interviews John Jantsch

about you and referrals stop. If they would simply hear from you more often, they'd be thinking about you.

This has happened to me. As I call somebody and I follow up with them, or talk to them, then the next day or the day after someone had been talking to them and mentioned me, and they call me. So, the fact of being in touch is extraordinarily important.

I do it through my eZine because I send my eZine out every week a lot of people are thinking about me frequently. So, whether it's an eZine, or a newsletter, or regular calls to certain core people in your network, and not to even ask for referrals but just to say "Here I am. This is what I'm doing. This is the most latest thing." It is whatever it is that keeps you most top on their mind. It is extraordinarily important.

John: I completely agree. In fact, I probably don't talk about it enough in the context of referrals, but it certainly is a principle that I apply in working with any of my marketing clients. It is the idea of "Let's set up a 12-month calendar and let's make sure we do something to touch this group once a month at a minimum."

Robert: That is a good idea.

John: You had asked me to get into some of the specific reward systems. You tell me how we are doing time wise.

Robert: We have 25 minutes, so let's give as many as we can.

John: We can get into that, but I guess there are a couple of principles for designing this system that I can go over pretty quickly and maybe spend five minutes on. But I think they're core to you deciding how you are going to approach this, so let me rattle those off if you don't mind.

The first one sounds so obvious, but it really isn't to too many people. Look at what you're doing right now. If you're not getting even accidental referrals, then maybe you need to look

internally at what you're doing and what you're delivering. One of the things is that no matter what system you put together, if you don't deserve referrals, it's a good chance you may not receive any.

I don't mean that to slap any hands or anything, but that's certainly a key element to generating referrals. The second one is you have to be easy to refer. So much of what we talked about in creating the system and creating the education, a lot of times people will just say, "If you know anybody who needs me, send them over" or "Why don't you write this endorsement letter or this testimony for me."

Everybody is busy. They inherently want to give referrals, but you will receive many more referrals if you will do the work for them. I'll give you a quick example. There is a financial advisor who tends to want to work with individuals of high net worth. Now, one of the things he can do is identify neighborhoods typically where there are million dollar homes, or where you are Robert - \$2 million homes out in California.

Robert: Yes, I wish.

John: These would be neighborhoods or pockets of neighborhoods where individuals with high net worth may live. When he meets with somebody who is from that neighborhood, or maybe he knows people in that neighborhood, instead of saying "Do you know anybody who needs me?" he generally plops down a prepared, customized list of 20 or 30 names. "Do you know any of these people?"

All of a sudden, of course as is typical that every town is a small town, they will say, "Yes, sure. I play golf with that person. I know that person. Oh yes, that person just bought a new business."

Robert: Where does he get those names in the first place?

Robert Middleton Interviews John Jantsch

John: That is really from a list company. There are thousands of list companies out there, particularly for that kind of residential thing. But, one strategy I also talk about is that churches work that same way as a network. Schools work that way as a network. Country clubs work that way as a network.

Robert: But, you can also do this in business to business. For instance, you can say, “I’m looking for the HR managers of Silicon Valley companies. Do you happen to know HR managers or people that know HR managers in Hewlett-Packard, Cisco, and such and such companies?” If you are that specific and you have a list, you get much better results than saying, “Do you know any HR people in Silicon Valley?” That is the same principle, right?

John: Yes. What also happens, too, is when you have those you don’t just get the name. If somebody knows them, then you’ve jogged their memory. You start getting, “Oh yes, they are hiring people. They did this. They’re outsourcing their work.” A lot of times you get feedback that is really important in you going in and helping those folks out or getting your phone call returned.

Another key in creating your system that I find a lot of people really have success with, and actually end up having a lot of fun with, is to invite participation. As you’re designing your system, ask your clients what value do they get from working with you. Many times I have found that they are far more capable of communicating or putting that into words than you ever will be.

Again, a lot of times what you think you’re doing that is great is maybe something they expect. But, it’s really how you are, who you’re being, the fact that you called them on Friday to make sure their mother’s hospital stay went well. Those types of things are what they really value. Hearing it in their words can be a great way for you to then turn around and communicate and even going all the way back to your audio logo, create your audio logo out of the words of your clients.

Finding out what they think is a good pay off. What would motivate them? I constantly tell people to get together with five

Robert Middleton Interviews John Jantsch

or six people that are in this target referral network and let them design the system for you. It's amazing what you'll learn.

Robert: Kind of like a little focus group. That's a good idea.

John: And then the last one maybe is, because I get this question all of the time, people are trying to decide, "Okay, I want to ask for referrals." In fact, fear was the number one when I interviewed people. When I really boiled it down, fear was the number one thing that held a lot of people back from asking for referrals.

Robert: I'll be rejected – fear of rejection.

John: Fear of rejection, fear of looking desperate, fear of being pushy – all of those things. The fear of somehow damaging the relationship that I have already built. It's pretty amazing because on the flip side of that and what I found is that people love to give referrals. They really do enjoy helping out. They really do enjoy connecting people.

You think of your own instances. You get a great deal on something down at the store and what do you do? You tell people. You get some great service at a restaurant, you go out and you voluntarily tell people.

Robert: It's something you have to remember. People do like to give referrals. It's true.

John: So, this leads to the questions, "When do I ask?" and "How do I ask?" One of the things I tell people to do quite frequently is to look for all of what I call "the moments of truth." I don't know that I necessarily made that term up, but what I mean by that is a time when you complete a project, or when you deliver a project.

I always laugh. I have a couple of CPAs that are clients. Every time they deliver a tax return and the person has a big, fat refund coming, that is a good time to ask for a referral! When

Robert Middleton Interviews John Jantsch

your client gives you a compliment – “Boy, you really bailed me out on that. I can’t say enough. I really appreciate it.”

Somebody sends you a note talking about how much they appreciate the information you have been putting out. I’m sure you get those all of the time, Robert, on your newsletter. Those are great times to look for an opportunity to go in, – anytime you solve a problem for somebody.

Robert: That’s when, in these moments of truth and when people are very favorably responding to your services, to start putting your system into action. But, you don’t say, “Well, send me all of your friends.” That’s when you might say... why don’t you give me the words that you might say that fits into the system.

John: I know there are a lot of independent professionals on this call. There is always sort of that, “Well, how do I ask without looking desperate?” One of the things you really want to do when you set that up is to really somehow position, “I very much enjoy working with people exactly like you (or people in your situation, or people with your problem).

“Because of that, business has just been very good, but I’m always looking for more people just like you.” Having something like that in positioning can be a very powerful way to do that without coming across as, “Gosh, I need more business.”

Robert: I want to emphasize that a lot of good marketing is about writing and scripting. You are all going to get a Real Audio of this. You can listen to it again and write that out. You’ve got to script it for yourself until you feel comfortable saying it in a natural, normal, conversational kind of way. It just becomes your way of doing business.

If you have to make it up on the spot every single time, it’s a little hard to do. So, you have that approach and you say, “I love to do business with people like you and that I really appreciate. Though business has been good, I always do appreciate referrals.”

Then, you might say, “I’d love the chance to sit down with you briefly and talk about some ways that you could let some of your friends know about it me,” or something like that.

John: That is very, very good. In fact, a great way to practice that is everyone has gone to a networking event and they run into even competitors, or whoever it is – people they’ve known or worked with over the years. The typical question at these chamber networking events is “So, how’s business?”

That is a great time to throw out that. “You know what, business is really, really good. But, I’m always looking for more people that...” Then, you go into your ideal targeted market and your core message.

Robert: Yes, why not? As opposed to, “It’s really good and I hope they think I’m wonderful.” Who cares, right?

John: But, that’s what most people do. That is like the “How are you?” question. “Fine,” end of conversation.

Robert: So, you can always take it to the next step.

John: You could have that ready-made, as you called it a “script,” that you practiced enough and is very natural sounding for you. You just fire it off.

Robert: I found a lot of good marketing is finding those scripts, fine tuning them, and practicing them. After a few times, you hit this sweet spot (like your audio logo) and you say, “Wow, that got such a better response than anything else I’ve ever done.” That should turn into a system and you can use it for literally years, and it will usually get pretty much the same response.

Then, when that client says, “We like your work,” your system clicks into action. You are sitting down with them, you’re asking the questions, and you’re making these offers.

Let's get into what some of those offers or reasons are now. That is sort of our climax for the call, so we want to get into some of those.

John: My experience has been that everybody likes this part because it is more of the fun part, and more creative part. I've named some of these and I'm going to start firing them off. We'll see how far we get. I'll talk about how to set them up and what the pay offs might be.

I know it's helpful for a lot of people. I'll try to interject some actual examples of how somebody is doing it and I know, obviously, you probably have some examples as well. We'll just go that way.

One of the things I do want to say, though, is when we use an example, one of the things I've found is that for most of these referral systems, or most of these offers, can be applied to almost any kind of business. Don't limit yourself. This first one I'm going to talk about I've seen an attorney use it and I've seen somebody who shines shoes on the street use it. So, don't limit yourself.

The first one is what I call "the 100% refund strategy." What is so cool about this strategy is this is one of those things where it's a referral marketing strategy that actually can become your brand or your entire sort of marketing message.

Robert: You can be *known* for that thing.

John: Exactly. I have a tax preparer who does this. When somebody walks in and gets their taxes done, they literally hand them four business cards that have been specially printed on the back. They basically say, "How would you like the opportunity to get a 100% refund on your tax return today? This would be the fee that you paid for your tax return today."

Obviously, it is kind of hard to say, "No thanks." So, what the pay off is, or to make this system work, I'm going to give you

Robert Middleton Interviews John Jantsch

these four cards. For each of these four cards, if they come back one at a time from four new clients (basically you have referred four new clients), for each one of these cards that comes back, I will give you a 25% refund on your tax return today, up to 100%.

In many cases, you want to put a limit on time and all those kinds of things. What really makes this work, I have found that regardless of who uses it, is people love to play games. Instead of saying, "Gosh, I'll give you X amount for each referral that you send me," the power in this strategy is really the words "100% refund." How would you like to get what we did today for free?

All you have to do is ring the bell four times and you win. It is amazing how just that positioning in words really can motivate people. There are people who just won't quit until they win the game.

Robert: This could be four, five, or six cards, and probably not 20. Again, this won't work for everybody on the call, but for some people it will definitely work.

John: There are a couple of things, and I talked about the game already. But, it also tends to have a viral impact. People who come to you as part of the game are going to be ready to play the game. So, they are going to want to get in.

Robert: "Do I get four cards as well?"

John: So, what happens is that now you have brought in four people who brought in sixteen people, and that is about as much math as I can do.

Robert: It sounds like MLM.

John: It's certainly the same principle, or a similar principle. But, it can be a really powerful way to mushroom. One of the things that people do also that can be a great marketing thing is then

Robert Middleton Interviews John Jantsch

to create your 100% refund club. You take pictures of everybody who has done it and you put them up in your office. This becomes a great way to get the conversation going.

I talked about this idea of how it can be your marketing message. You can be known as the “100% refund people.”

Robert: I can see that that could really become one of your main marketing strategies. That’s very good. Give us another one.

John: Let’s go on to one I call “win, win, win.” This is really just like many good marketing ideas. This is just a twist on something that has already been proven. Many people are familiar with the concept of going to speak to groups that contain your target market, presenting seminars, workshops, etc. There are many ways to line those up and that is a really powerful way to build a business. It certainly has been a great way for me.

Really what you are doing there is somebody hosts the thing and puts it on, so it is their clients and in a way that is a referral. People who come there and then hear you think you know what you’re talking about and say, “I want to hire that person.”

A way to really put that strategy on steroids, if you will, is to add a third person. Here is what I do. You go to two interested parties. In my case, I’m after small business owners. So, I go to a bank and an accountant, just as examples, both of whom have small business clients. That is who they serve as well.

Robert: So, you all have similar kinds of clients you work with, but they’re not competitive.

John: Exactly, and you want to make sure they contain your target. What I present to them is holding a marketing workshop, or it can be a workshop on 401K’s. It can be really anything that relates to your subject. But, here is the twist that makes this powerful. The bank will look at that a lot of times and say, “Okay, that is a nice thing for us to do for our clients. We’ll give them this free workshop. They’ll think better of us.”

That is an okay motivation. But, when you say, “By the way, there is this accounting firm who also has clients who don’t know you or anything about you. They are going to put their 25 clients in the seats, too.” So now you have the bank putting 25 people there and the accounting firm puts 25 people there. All of a sudden, the bank and the accounting firm have a whole other motivation.

“Now we’re not only doing a nice thing for our clients, but we’re going to get exposure to the accounting firm’s clients,” and vice versa. What I have found is that by presenting that you can literally get on the phone or go out on the street and line these up once a week. If you get the right people together, they are so motivated now that instead of them saying, “We do that twice a year,” it is now “That is a great business development strategy for us.”

Do you think I got that clear enough?

Robert: Yes, and I’ll just add a couple of things to it. I often recommend this thing of doing a seminar. Find someone who has the same base of clients and say, “Let me offer a seminar for your clients.” But, the extra dimension is adding that other person and it will probably increase results because they’ll see there is cross-pollination between their clients.

So, there is more in it for them to do it that way. They are more motivated and more likely to do it because they are simply going to get more out of it. It is a win/win for everybody.

John: You get the human nature. They want to outdo each other. Who can put more people there? There are all kinds of great twists in that. But, again, I think it could be applied to so many types of businesses. Anybody who serves the same market as you could probably be motivated.

Robert Middleton Interviews John Jantsch

Robert: So, you have to think of two people, you all have a similar client base, and you offer some kind of an introductory workshop or seminar.

John: In a lot of cases, because of course it's your idea and you presented the idea, they put the people there, they feed them, and they have the place. It could be a really brilliant way to get in front of a nice quality group.

Robert: Okay, that is win-win-win. What else?

John: The next one, I have to warn people, sounds so simple that people sometimes overlook the power of it. It is what I call "the expectation." For many people, they've done this one simple thing or changed this one simple thing, and it has made a huge difference in their business. For most of us, we have, particularly in the professional services, some kind of introductory meeting or some kind of "Here is how we're going to explain how we work. Here is how we are going to show you our expectations." It is when they have already become a client; they have agreed to become a client and not in the selling or converting process.

Hopefully, you all have that kind of "set the table" type of meeting. The one thing that I have found that is so powerful is in that meeting you will deliver a message similar to this – "Here is what we're going to do for you, X client.

"And we know that you are going to be so thrilled by the results that we get you in 90 days or less (or whatever it is that you do), that your responsibility is that at that point you are going to provide us with five people that you know who need exactly that same result."

I have not had a person yet go, "Oh no, I don't think I'm going to agree to that." In every single case they say, "Okay, that seems fair." The thing that is so powerful about that is you are basically guaranteeing – or that's the message you are sending

Robert Middleton Interviews John Jantsch

– that “You are going to be so thrilled with what we do...” Who is going to say no to that?

Robert: For instance, John, if you are a coach and you’re doing this on the phone in the pre-session after they have been sold and you’ve agreed on X number of sessions, then you could do this over the phone as well. “I just want you to know that we are going to work together really intensively. I am so confident that we are going to produce such great results that...”

John: “We know that you are going to be so thrilled by the results...” And it is key to explain what those results are by setting the table. “You are going to get X result in X time,” or whatever it is you promised. Again, whatever your proposition is – “You are going to be so thrilled that part of your responsibility will be to refer five people who need that similar result.”

Robert: Then, what happens after X months or time goes by?

John: Then that is part of your system that has to kick in. We talked about this idea of moments of truth, but I also believe very firmly in having the ‘referral meeting.’ There is nothing wrong with setting those. Again, if you do a good job for your clients, I think you’re constantly measuring what value they’re getting.

You’re constantly communicating the value that the relationship is bringing. I think there is nothing wrong then with having as part of your process “We’re through the 90 day period, now we’re going to have the referral meeting.” They don’t all get 100% just because, in some cases, there are people that just don’t really have anybody to refer them, or it doesn’t work out.

But, it triples almost overnight the referrals that are coming in. Again, for most people as long as you say “Here are the rules of the game,” they are very willing to play. It’s when you go back later. You never talked about referrals. You never talked about any kind of value proposition. Then, all of a sudden, you say,

Robert Middleton Interviews John Jantsch

“Give me some referrals.” It’s almost like you are changing the rules then.

Robert: The first time I heard a version of this was the famous Australian dentist, Patty Lund, who operates his dental practice almost like a club. You have to refer X number of people; that is a requirement to be a member of this club, so to speak. He sets up that expectation.

Probably not 100% comply, but a very large percentage do. Therefore, his business is only by referral and he makes about five times as much as the average dentist. His fees are not low either and he treats them at a very, very high level of service.

John: Again, it is worth repeating. People who come to you by way of referral are going to be better referrers. Does that make sense? So, by generating those larger numbers of referrals and having most of your clients coming in that way, it is self-perpetuating. They know that is part of the deal and they are ready to get on board.

Robert: Do you have another one for us? We have time for one more and then we are going to go to questions.

John: Yes, let me throw out this idea of a referral directory. Again, it’s not rocket science, but I like the approach that I have come up with and I think really makes it even more powerful. Once your clients begin to know, like and trust you, they would love it if you could deliver everything to them. You could do every service they need because they know that you will deliver.

I think people all of the time talk about this idea of somebody needs a lawyer, a dentist, a coach and you’re able to say “Here is somebody you ought to call.” It is that idea of referring. Again, that’s not really necessarily a new strategy, but a part of that. What I like to do is tell people to take it up a notch and make it a formal strategy. In other words, the one that I outline in detail in *The Referral Flood* is what I call “ten ask ten.”

You look at just an arbitrary number of say 100 people on your list, you would literally print a directory, and do everything you could to say “Here are our proven partners.” But, the way that this becomes really powerful and how you really build this network is instead of you just going out there and finding these people, everybody has ten people.

If you have been in business any time at all, you have ten people you know who are rock solid, you’ve worked with before, you have no problem referring them, and you’ve heard great things about them. What I tell people to do to set this strategy up is you send those ten or twenty people a letter inviting them to be in your referral network.

The only requirement for them to really be in this network is that they invite ten people. Again, you outline what these ten people would do. Obviously, you would want them to be of the same belief in value, fairness, keeping their promise, and all those types of things in the same way in which you do.

But, the impact of having this formal network built this way, from what I have seen from people, is all of a sudden you expand your network of potential referral sources by ten-fold.

Not only are you able to go to your clients and say, “Sure, you need a garage door opener company? Here is one,” or whatever it is they may need because I do know in my own business, and it probably happens to you everyday too, Robert, people ask me for something they need. So, I can add value by referring that person.

Robert: We always feel better if we can refer somebody. That makes us more valuable.

John: The real power in this, or the added twist in this strategy, is this idea of building this network by having people in your network invite other people. You do have to manage the process a little bit. But, the biggest thing it does is introduces you to people who can refer you.

Robert Middleton Interviews John Jantsch

Again, you can take this as formal as you want. You can have quarterly meetings, you can have a website, or you can have a printed directory – all of those things. But, the biggest thing is that it just really ramps up your ability to generate referrals.

Robert: We could obviously talk about a lot more of these, but let's go to questions. I'm sure we'll have some more things we can share. So, who has a question?

Pete: I was just about to launch a whole blast to all my network people that I have known in the past. Of course, this has kind of changed it! What should I do with those people that are on my list that I would like to know what I'm doing?

John: When you say on your list, are these people who could refer you that are clients? What are they?

Pete: I'm starting a coaching business, but I don't have very many clients. I just wanted people in my past lives to know what I'm doing now.

John: I think you can do a couple of things there. Obviously, some materials that explain what it is you are doing and why you're doing it. Tell your story; it can be a very powerful thing.

Robert: Refer them back to a website if you have it.

John: I tell you another thing that I would certainly do is then have your "Here's how to refer me if you know people who need what I just described." But, the other thing I would do is ask them to contact you to explain to you what they do, or if there are ways you could refer them.

Pete: I did that at the bottom of the page. Should I move that further up?

John: That could be a whole page by itself. You could have pages by topic instead of trying to cram it all into one letter.

Robert Middleton Interviews John Jantsch

Robert: But, you could say something like “I’m starting this practice. I’m growing it. I’m expanding my network and I want you to know what I do. But, I also want to know what it is you do so I can help you as well.” This takes some time and effort obviously.

“Over the next few months, I’m going to do what I can to talk to people about my business and find out about their business. I really look forward to talking to you. Here is a link to more information about me.” You could have the whole conversation about “how you might refer people to me” and then you find a way to be in touch with them personally.

Is this hundreds of names or dozens of names?

Pete: Probably 150 names.

Robert: Well, that is going to take a while. But, I will tell you if you connect with a lot of those, find out what they’re doing and tell what you’re doing, something is going to come from it.

John: It just dawned on me that I have a client who did an actual example like this. This was really with people who knew a little more about him than what you are proposing here. But, we actually created a form that we called “The Perfect Introduction.” He sent out this form that just said, “I would like to know the best way to refer you and the best way to introduce you to people I might come across.”

He got about 50% of these forms back because, again, he was essentially asking them to provide information so he might send them referrals. But, the biggest thing was those people who sent it back really then did become targets for “Hey, let’s talk.”

Robert: Who has the next question?

Ted: I have a question if I may. This is Ted from Michigan. You didn’t say anything about creating any kind of financial remuneration for referrals, but many of us would be happy to

Robert Middleton Interviews John Jantsch

do this. We could afford to pay for referrals. Do you have any thoughts or suggestions on that?

John: All I can do is talk from my experience. I have found, for whatever reason, everybody says they want money and maybe it's just the people I work with, but that traditionally is not the best way to get people motivated. Or, there are people that are maybe motivated for the wrong reasons with that kind of payoff.

That is probably not a very satisfying answer for you, but I don't have much good positive experience with just a straight payoff. I did talk about that refund idea which certainly could fall in that category. But the idea of "I'll give you \$10 for every lead you send me," or something of that nature, I don't have a lot of really great experience with that.

Robert: I have some clients that have done it successfully where they offer 10% or 15%. Usually, this works. It's kind of like a finder's fee for a really big client, their relationship and connection with that person, the degree that they help them find the client. That person who refers you can actually put a lot of effort into it and that promise for a fee can actually work. So, it really depends on the business.

John: I will say that the example that maybe doesn't fit as well, but the idea that I have had a lot of experience with is what I would call "the endorsed mailing." Hopefully, they really like your service, like you and your product, and say, "Gosh, this is something I want to send out to my list of names and I really want to endorse this."

I have had some people where that will just be a straight agreement. Any new business that comes in by way of this endorsed mailing, you will receive X percent.

Robert: What is the next question? We have about ten minutes left.

B. J.: I have a quick question about working with soft people. This is B. J. from D. C. I am a therapist and a coach. I've run across

Robert Middleton Interviews John Jantsch

confidentiality issues or people who are concerned about talking about problems, such as saying to someone, “I had a problem and I went to B. J. She really helped me; it was great.”

I find about 40% of my practice is very willing to do that and the rest is not. I have no language to help them get around that issue.

Robert: What do you think John?

John: I think that’s a tough one. I certainly can see there are sensitive areas there with people I’m sure who come to you and maybe members of their families don’t even have an idea they’re coming to you. So, the idea that they are going to put a testimonial on your website is quite a stretch.

One of the things that I do know people have done is to sanitize some of the names to ‘protect the innocent,’ but still hopefully catch the flavor of what it is that you’ve done for them and the results you got for them.

Robert: I think one thing you can consider is that if you have 40% that would happily refer people, focus on them and work on the system with them. Refine it with them and don’t worry about the 60%. It is sort of like beating your head against the wall. They are so private they’ll just never talk about it. They won’t even admit they’re going to a therapist.

It’s too much of a barrier in many cases to overcome unless you can find some specific motivation. Work on the 40%. Ask everyone, and the ones that aren’t interested leave it alone. With the other ones, explain the system, tell how you would like to receive referrals, and tell them how to talk to their friends about it.

One of my therapist clients had a very good system for referrals. She has written a lot of different articles, one or two pages on various topics dealing with everything from relationships to fears, all those kinds of things. It is the InfoGuru strategy. She

Robert Middleton Interviews John Jantsch

would give copies of these articles to clients, but not one only one copy – four or five.

She said, “A good way for people to find out about me is by reading what I’ve written. So, if you know people that you feel would benefit from this, please give them a copy of this.” That is her number one marketing strategy, her number one referral method. It brought her a lot of clients.

Now, there is an article that’s a marketing piece and they don’t have to say to call this person, or whatever. Of course, the contact information for you is on the bottom. A little information about your practice might be on the reverse side. Do you think a strategy like that might work for you?

B. J.: I have lots of articles that I could do that with. I post them on my website, which is I am finding is less successful.

Robert: Hand them out after a session. “Oh, here’s a good article that relates to this.” Of course, you have to write some of these articles, which I have hounded people for years on this. You have to do that. It’s such a great tool to leverage this whole process. So, you give a few of those articles and you do that on a regular basis. After a while it is like, “Do you have another article from that therapist?”

John: It is much easier to refer an expert.

Colleen: I have a question. Back to the financial remuneration, I am not interested in that so much, but I have some questions. I have taken Robert’s suggestion. I now have a stack of really nice quality thank you notes that I will send, maybe even in addition to a thank you email. When, kind of rule of thumb, do you use any small gifts, thank you, etc.?

You mentioned movie tickets or a bottle of wine. I was just wondering and maybe other people’s experiences of how often that is done and do people expect it? If you know your client well, you know whether they drink wine or don’t.

But, what happens to me is (and I find this even at Christmas time), I hate spending money, packaging stuff and shipping it across country to people who don't want it and won't use it., they're going to throw it in the junk... It seems wasteful. So, it's not a matter of being cheap. I just don't always know what would be appropriate, or useful, or welcomed.

Robert: A gift that I like is a book. After all, you're an InfoGuru. It's about ideas, etc. So, you find your management book, or coaching book, or whatever, and you go to Amazon or you go to the publisher and buy a bunch of them at a discount.

Whenever somebody gives you a referral that is a little more than ordinary, if you feel it is appropriate, send the book and say, "Thank you so much for the referral. Here's a book that I think you'll find interesting. It utilizes a lot of the principles that I use in my consulting." Even if they don't read the whole thing, they'll really appreciate that.

Colleen: That's a great idea, Robert. Thank you.

John: What I like doing is focusing on, and I've done this myself, things that extend your brand. So, there are a couple of symbolic things I think that are great and you can create useful things. I love flashlights. There are so many metaphors you can use for that. Another product I have is called *Duct Tape Marketing* and I send rolls of duct tape to people. They always get such a hoot out of it.

Coffee thermoses – anybody who knows me knows I drink about ten gallons of coffee a day. So, I do things like that that can be a little bit of an extension of you, but you also know that they'll be kind of useful.

Colleen: Do you personalize those with a label you can get from a gift company?

Robert: Personalized?

Robert Middleton Interviews John Jantsch

Colleen: Well, like the flashlight or the coffee mug?

John: There are tons of companies out there and that is all they do – personalize those things.

Robert: Advertising specialties.

Colleen: Do you do that?

John: Absolutely. I have my own little goofy duct tape label made to go on the end of the roll so it looks like I bought it at the Duct Tape hardware store.

Robert: That is great. Are there any other comments about gifts and then we have one more question.

Alice: I have given a gift card from Barnes and Noble.

John: Like a gift certificate or something.

Robert: Yes, for \$20, \$25 or something.

Alice: It increases as the value of the referral does.

John: While you mention that, don't forget about the idea of gift certificates for your own services. That can be a great way for people to try you out and you can assign some very hefty value to that.

Robert: We have time for one more question.

Allan: Do you have any special system at all for real estate agents for referrals?

Robert: Do you have any ideas, John?

John: I will tell you the one that I would focus on. One of the parts I would focus on that I think is very powerful for real estate agents is this idea of the referral network to really build up.

Robert Middleton Interviews John Jantsch

Maybe you've already done this, but I find a lot of real estate agents haven't. You get the crack plumber, electrician, drywall person, carpeting – everything that a homeowner would need – and you become the referral source for as many of those as possible.

I think what happens is you typically will (as long as you hook up with good quality people, which is a core part of that) help your new buyer get their things fixed up, or get their house ready to sell quicker. Also, a lot of those crafts people are in houses that are getting ready to be sold. They get to know some of those homeowners pretty well. Remodeling companies really live with some of those folks and they can be a tremendous source of referrals.

Mary: I'm wondering if John has an offer we can't refuse regarding *The Referral Flood*.

Robert: That was a good set-up because I was just going to do that.! What we've arranged is that for any one who would like to get John's program, *The Referral Flood*, subtitled *How to Create a New Business Without Spending One Dime on Advertising*. It is a complete manual of about 100 pages long plus four CDs.

I think you have all seen that John is like me. He really gets into the nitty gritty of the set up, how it works, and thinking about it. It is such useful information. So, that is what you will get with *The Referral Flood*, and just more ideas, more in-depth, more ways to think of it, more ways to brainstorm, and come up with your own particular referral strategy.

We are crediting the full price of this teleclass - \$25 – to anyone who was on the teleclass or bought the CD. After the teleclass is over, I am going to put it into Real Audio, put it up on a website, send you an email, and then there will be a link to John's manual with that discount.

So, the regular price of the program is something like \$99. We are taking \$25 off of that. Is that right, John?

Robert Middleton Interviews John Jantsch

John: It's \$97 and we're taking \$25 off.

Robert: So, it's a very good deal, very affordable.

John: And certainly make sure that you use the link Robert sent you because you will be the only ones getting that discount. It won't be open to the public. [Here's that link.](#)

Robert: With that, John, I really want to thank you. We covered a lot of ideas. So many, in fact, that I think you will really have to listen to the Real Audio again and take good notes, or order his program to really get all of these things down. I think the key thing is creating a system that's followable with all of these seven steps. It's not just one little episodic thing you do.

Are there any last comments, John? We have two minutes left on the tape.

John: I appreciate the opportunity. Hopefully, if nothing else, people can tell I am passionate about this subject and I really do enjoy speaking about it. I think that the course – I do hope people go and check that out. I think having the physical course can really help you for years to come. [Here's the link again.](#)

But, I also think that Robert puts on such a good show here that I think that just your participation in this will certainly benefit you.

Robert: Thank you very much, John. And thank you everyone for attending.