

The Essential Referral Marketing System Toolbox



David Carleton

PLEASE READ BEFORE USING THESE TEMPLATES

From the Desk of David Carleton:

Welcome to **The Essential Referral Marketing System Toolbox**. Most of the templates you'll find in this toolkit are explained in more detail on the Referral CDs and have been used successfully for years. As you review the templates (many are from the pool & spa industry where I worked for many years) you'll find that some may apply to your business and others may not. But before you dismiss any specific referral strategy that's been presented in this program, take a moment and try to think how it can be "tweaked" to work in your business.

For example, Dan Kennedy, a well-known marketing consultant, told the story of how Bob Stupak, a Las Vegas casino and hotel owner would give out free postcards to his guests and offer to send the postcards free-of-charge. All the guest needed to do was fill the postcard out and drop them off at the front desk.

Once the hotel got the postcard, they sent it out. But before they did that, they recorded the friend's name off the postcard and sent them an offer for a discounted weekend stay at the hotel. So as the friend received the postcard from the hotel guest, they also received the hotel's offer for a weekend stay.

After hearing about that referral strategy I wondered how I could apply that same strategy to my previous industry – the spa and pool business. With a little tweaking, it was easy to make the idea work in the spa and pool industry by having each pool builder and hot tub retailer take a picture of the new buyer with their pool or hot tub. Then postcards were made out of the picture and sent to the new buyer with about 20 postcards with live stamps on them. They were asked to fill out the postcard and send them to their friends in the local area. Then every 90 days, the builder and retailer would send 20 more postcards with live stamps to the customer to use (see the first exhibit for a live example of this postcard strategy).

Notice how I "tweaked" an already successful referral strategy from the hotel industry and made it work in the pool and hot tub industry. As you learn and review these referral strategies and templates, ask yourself how you can apply it to your own business and you'll be amazed at the ideas you'll come up with.

Success to you!



David Carleton

P.S. As mentioned above, you'll find that many of the letters and templates have verbiage from the pool and spa industry. That's because these are real, live examples that have been used successfully over and over. Again, all you need to do is "tweak" the copy and layout to work for your business. In addition, you'll notice that I have used both my name and fictitious names in many of the letters.

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Postcard Photograph Referral Strategy



Check Out Our New Pool!
www.ABCPoolsandSpas.com

Hi Jay and Mary,

How's it going? We just wanted to drop you a note to show you our new pool. It's awesome. We got a great deal on it as well.

Why don't you guys come over this weekend and hang out with us. We'll put something on the barbeque and take a swim.

Give us a call!

Debbie and Bill

ABC Pools and Spas - 320 S. Main, Ogden, UT
Call for our free report, "Seven Deadly Pool
Purchasing Mistakes Revealed"

800-XXX-XXXX ext. 6

Pre-Paid
Postage

*Jay and Mary Munoz
1335 Alamo Dr.
Ogden, UT 84547*

Sample Referral Letter # 1 – Recommendation from a Friend

November 15, 2002

Jackie Monroe
221 West Milligan St.
Los Angeles, CA 99999

Dear Jackie,

My name is David Carleton, a few days ago, I was talking to your friend, Joe Smith, and he was telling me that you've been suffering from lower back pain for the last year.

Joe purchased a spa from us a couple of months ago to relieve the stress of work and to improve his lower back problems. He mentioned that it might be helpful if I sent some information to you about the benefits of spa ownership and how hydrotherapy can significantly reduce your lower back pain.

Now, I can't guarantee you that hydrotherapy will help your back pain. Heck, I had back surgery a couple of years ago to fix a herniated disc and no spa would have helped my back then. But I slip into my spa nearly every night now to keep my back pain from flaring up again. I'm not sure how I could live without it to tell you the truth.

Anyway, I just wanted to pass on some information about hydrotherapy and the benefits of spa ownership. If you are interested, you can get some more information about spas by calling our 24-hour recorded information line. There's a great video titled, "Take a Vacation 365 Days a Year Without Leaving Your Home" that you can order for free from the information line. It has a lot of valuable information that you might find useful.

Thanks for taking time to read this letter and have a great day.

Sincerely,

David Carleton

David Carleton

P.S. If you have any questions feel free to call me on my personal line at work, which is 713-123-4567 or you can send me an email at David@SpaCityUSA.com.

Sample Referral Letter # 2 – Recommendation from a Friend

January 5, 2003

Ms. Debbie Harry
1234 Main St.
Las Cruces, NM 99999

Dear Ms. Harry

John Grover asked me to contact you. Your name came up in conversation when I was meeting with John the other day.

I've been doing some important productivity work with John and he thought you might be interested in the work that I do. Neither John nor I assume you need my help, but we both thought it would be worth a quick conversation.

I suspect you're thinking, "What's this guy trying to sell me?" Well, I don't know if I have anything to sell you. On the strength of John's recommendation, I'd like about 5 minutes of your time over the phone. At that time, we can both determine if there's a reason for the conversation to continue.

Debbie, I'll give you a call in a day or so. I look forward to speaking with you.

Sincerely,

David Carleton

David Carleton

Referral Letter that Your Customers Send to Their Friends

Dear Julia:

Hi, this is Jackie. Hope things are going well for you. John is still working at the local C.P.A. firm and the kids are doing great. But the best news is that I've lost over 35 pounds in the last six months!

I look like a completely different person and I now have more energy than I've had in years. I almost feel as though I've started a new life.

You might be wondering how I was able to lose the weight. That's why I'm writing you. I've always wanted to lose the weight and have tried just about every diet known to man. Finally, I realized that it wasn't the diet that was stopping me from losing weight...it was me!

A friend of mine, who had lost a lot of weight, told me about a "weight-loss coach" that she had hired to help her stay on her diet. The weight-loss coach's name is David Carleton, so I called him up and hired him to help me.

Julia, it's been amazing.

With David's help I've gained the willpower and motivation to reach my goals. David helped me set realistic goals, he helped me develop a personal eating plan, and he personally coached me until I met my goals. Along the way, David helped me prioritize my life to do other things I never thought I could do.

Julia, I'm so excited about the help that I've received from David that I just wanted to let you know about him. If you've been wanting to lose some weight or if you've simply been struggling to reach your personal goals, I recommend giving David a call. His first consultation is free. Or visit his website at www.XXXXXXXXXX.com

Julie, personal coaching may or may not be for you, but you'll never know unless you try. I'm glad I did. It's been worth every penny and more.

Again, I hope things are going well for you. Hope to see you soon.

Have a great day!

Sincerely,

David Carleton

David Carleton

Sample Referral Letter – Invitation to a Seminar

January 5, 2003

Ms. Debbie Harry
1234 Main St.
Las Cruces, NM 99999

Dear Ms. Harry

John Grover asked me to contact you. Your name came up in conversation when I was meeting with John the other day. I'm holding a seminar next week titled, "**How Small Business Owners Can Double Their Daily Productivity**" and as a small business owner yourself, John thought you might be interested in attending this seminar.

The seminar will be held at the Branigan Library next Tuesday afternoon at 3:00 o'clock in the Eagle room. Normally there's a \$25 entrance fee, however, because John mentioned your name I'll **waive the fee** for you. To pre-register all you have to do is call my number at 123-456-7890. As of right now, there are about eight seats left.

In the seminar you'll learn the *most effective way to organize your time so that you get things done on time*. We'll also talk the common mistakes that most small business owners make that keep them from accomplishing their goals. I'm certain you'll find this seminar enlightening and fun.

Debbie, please accept my personal invitation to my private small business seminar next week. Oh yes, if you'd like to bring a friend with you, feel free to do so I'll waive the entrance fee for them as well.

Thanks Debbie and have a great day.

Sincerely,

David Carleton

David Carleton

“Why Is a Chiropractor Writing You About a Hot Tub Store?”

John and Shirley Smith
1234 Main Street
Portsmouth, MD 99999
Dear John and Shirley,

I know you’re probably wondering what a Chiropractor, like myself, is doing writing you about a hot tub store. Well, you are a couple of my special customers and I just wanted to share with you an experience I had last week at a local hot tub store (Bay City Spas).

I went looking around everywhere for a new hot tub. I didn’t know a thing about what to look for and when I visited a few hot tub stores, I left more confused than when I came in. And most of the salespeople were kind of pushy and just wanted to make a sale.

My last stop during my “hot tub hunting” day was at **Bay City Spas**. I’ve got to tell you that the moment I stepped into the store, I was treated with kindness, respect, and dignity. These guys didn’t “sell” me at all. They educated me on how a hot tub works and what I needed to consider when purchasing a hot tub. No high pressure. No gimmicks. Just honest people. Needless to say, I purchased my new hot tub from them and I couldn’t be happier.

If your back is still hurting, I highly recommend you consider buying a hot tub. If you’re like me, you’ll wonder how you every got along without one.

If you decide to go shopping for a hot tub, I recommend you stop in to **Bay City Spas**. Ask for Paul. He’s the guy who took care of me. He’s great and knows his stuff.

At the very least, you should call these guys up right now and get their **free video**. It won’t cost you a penny and they won’t hound you on the phone or anything like that. The worst that could happen is that you discover a new way to relieve stress.

Listen, I would never recommend anything unless I’ve tried it myself and I knew they were going to treat you right. Oh, and to get their **free video** just call **281-111-1111**.

Sincerely,

Dr. John Bergeson, D.C.

“How Would You Like to Make \$12.00 for Every Person You Know -- Without Lifting a Single Finger?”

Shirley Smith
1234 Main Street
Portsmouth, MD 99999

Dear Shirley,

This is a letter **NOT** like you have ever received or I have ever written. You are only one of a few of our customers that are receiving this letter. We are only offering this program to a select group of our very best, most loyal customers.

You see, we are testing a new marketing program that pays cash to our best customers for sending a simple letter to their friends. Instead of wasting our money on expensive advertisements and billboards we decided that our money would be better spent by giving it to our best customers (like you) to enlist their help in getting the word out about our business.

“Here’s How The Program Works”

You come up with a list of names of people you know and for every letter you send them, we’ll give you \$2.00. It’s that simple.

The letter that you’ll send to your friends basically expresses your satisfaction with our service and a recommendation for your friends to try it out for free. Nothing more than that. No heavy sales pitch. No multi-level marketing stuff. Just a simple letter telling people you know how satisfied you are with our service and suggesting that they give it a try for free.

If you send the letter to 10 people, you’ll receive a check for \$20. If you send it to 50 people you’ll receive \$100. If you send it to 300 people you’ll receive \$600.

“Now Here’s The Best Part...”

In the letter you’ll also give your friend a free “give it a try” card with your name on it. If your friend brings in the card and they give our service a free try, you’ll receive \$10!

For example, if you sent a letter to 150 people and 20 came in to try our service for free you’ll receive \$300 for sending the letters and an extra \$200 for the people that tried out our service. In total, you’d receive a check for \$500 for simply sending out 150 letters.

“And It Even Gets Better ...”

...you don't have to lift a finger. We'll do all the work for you! You simply send us the names of your friends and we'll do the rest. It's probably the easiest money you've ever received.

Some of you might be worried about what's in the letter. You don't have to be. You get to choose what goes in your letter. We've enclosed five different letter templates that you can choose from to send to your friends. You'll see that each one is carefully worded to be inviting, warm, and caring.

To help you come up with a list of names we've enclosed a neat tool called, “The Memory Jogger.” Simply list all the names and addresses of people you know for each type of person on the list. Before you know it you'll have a list of 200 – 300 people.

“Suppose You Came Up With 300 Names...”

You would receive a minimum of \$600. Imagine receiving \$600 for less time than it takes to clean the house or do the laundry. And let's suppose that only 10% of those people gave our service a try. You'd receive \$900!

You could use that money to buy Christmas presents, buying some new clothes or taking a few trips to the local spa. Or you could even spend a weekend vacation in Las Vegas. Wouldn't that be a blast.

“There's Only One Catch...”

All we ask is that you are fair and honest. Because this opportunity allows you to make money so easily, some people may think about abusing it and sending in names of people they don't know. To be honest, we have no way to police this and we don't think we need to.

You were selected to participate in this exciting offer because we think so highly of you. You are one of our very best customers so we feel comfortable that you will not abuse this special opportunity.

“So What Are You Waiting For...”

You can start right now. Pick up a pencil and use the Memory Jogger tool to start filling out your “Tell a Friend List” and send it over to us. You'll immediately receive your first check within five days. And you'll receive your second check after 30 days for you friends who try our service for free. No risk. No strings attached. Simple. Easy to do.

Sincerely,

David Carleton

Referral Contest Rules for a Pediatric Clinic (apply to your own business)

The basis of the referral contest is that every patient who gives a referral that makes an appointment with the doctor, they get one entry into a drawing to receive a 4 night / 5day vacation package for two adults and two children to Hawaii. Here are the rules for the contest...

- The winning prize for the drawing will be a 4 night / 5 day trip for two adults and two children to Hawaii. This will include coach class airfare and hotel, but does not include meals or entertainment expenses. This prize has no cash value and cannot be redeemed for cash in lieu of the trip. If we are unable to locate the winner due to outdated contact information we will draw a second winner.
- The winning prize will go to the person who has referred the most patients to use during the established contest dates. So, if you refer ten patients to us, and no one has referred more than that, you will receive the prize!
- In the event of a tie for the most number of patients referred, the names of those involved in the tie will be put into a separate drawing and one of those names will be drawn to determine who the winner is.
- A second prize will be given to the person who refers the most patients to us. The winner will receive a 2 night / 3 day trip for two adults and two children to a destination to be announced. The trips will be to a destination similar to Disneyland, Legoland, the San Diego Zoo, or the like.
- For each patient referred to the clinic, the referring patient (you) will receive one entry in our drawing.
- The person who is referred must set up an appointment, actually be seen by the doctor (or at the hospital if a newborn) and MUST list you as the referring source at the time of the initial visit. The clinic cannot keep track of each referral, so it is your responsibility to make sure that you are listed as the referral source for a new patient. We will have forms in the waiting room and at the reception counter for new patients to designate you as their referral source. These forms will then be dropped into a box, from that the winners' names will be drawn.
- We realize that many families have more than one child. So, one entry will be awarded for each patient referred to us. In other words, if you refer a patient with three children, and all three children actually become established patients, then an entry will be awarded for each child.
- The dates of the contest are 1 Jun. 2003 through 31 May. 2004. Only patients referred during this time are eligible for a drawing entry.
- BONUS ENTRY: For each newborn referred to us, you will receive one bonus entry in addition to the regular entry. Again, it is your responsibility to make sure that the new patient lists you as the referral source on TWO referral forms. The forms must indicate that the newly referred patient is a newborn.
- One name will be drawn on May 31, 2004, to determine the winner of the contest. We will host an event that day where the winner's name will be drawn. All patients who have participated in the contest are invited to attend. The winner does not need to be present to win.

Sample Marketing Advice Clinic Letter

Name

Address

*Would you like to receive free advice on how to grow your small business? Are you looking for innovative low cost marketing ideas that are simple to implement and that will get you customers? If so, consider taking advantage of our free service for **small business owners, entrepreneurs, and marketing directors**.*

“Are You Taking Advantage of Our Marketing Advice Clinic that Offers FREE Information and Consultations on these Topics...”

1. Low cost referral management systems
2. Advertising and copy critiques
3. Website strategy and reviews
4. Publicity ideas and press release critiques
5. Direct mail and marketing collateral reviews

Dear (name of prospect):

As a public service to the (your town) business community (name of your business) offers a “Marketing Advice Clinic” that qualified business owners, entrepreneurs, and marketing directors may take advantage of on a limited basis. The following are responses to questions we’ve received lately concerning this free business service.

1. Why do you offer this advice clinic for FREE if you’re in the consulting business?

The Marketing Advice Clinic is offered free-of-charge simply because we understand that you, as a business owner, want to know what your strategy and options are before you invest in any marketing services.

Because there is no cost or obligation, you will receive unbiased, objective advice and reviews in a non-threatening environment. It also allows you to understand the costs and expenses associated in advance of moving forward with your marketing strategy.

Also, giving free advice and reviews helps us demonstrate our expertise and experience to business owners who are not familiar with us, which often gives them trust and confidence to utilize our services in the future.

2. Can I use the Marketing Advice Clinic multiple times?

You may use the Marketing Advice Clinic as many times as necessary to receive advice and consultations on most marketing, advertising, and promotional issues.

3. What are the hours for the Marketing Advice Clinic?

The clinic is open according to the schedule below:

Monday 5pm – 7pm

Thursday 5pm – 7pm

Tuesday 5pm – 7pm

Friday 12pm – 2pm

Wednesday 12pm – 2 pm

4. Do I need to make an appointment?

Yes, our Marketing Advice Sessions are 15 minutes long and require an appointment. To schedule your Marketing Advice Session simply **call 123-456-7890** and one of our associates will schedule you on a first-come, first serve basis. If you miss an appointment two times you will not be eligible for additional Marketing Advice Sessions.

5. Can anyone participate in your Marketing Advice Clinic?

The Marketing Advice Clinic is available ONLY to (your town) Chamber of Commerce members OR people referred by (your town) Chamber of Commerce members. Enclosed are five free referral cards that you can give to other business owners, entrepreneurs, and marketing directors that allows them free access to the Marketing Advice Clinic.

6. Do I need to come to your office to use the Marketing Advice Clinic?

No, we can do your Marketing Advice Session over the telephone. However, if you have any marketing materials such as brochures, ads, salesletters, and direct mail pieces that you want reviewed, it is suggested that you come into the clinic with your material.

Hopefully this letter has answered any questions you have about the Marketing Advice Clinic. Hundreds of business owners, entrepreneurs, and marketing directors have received expert help over the years using the clinic. In fact, the following are remarks from a local business owner who used the Marketing Advice Center just recently.

“I just wanted to take a moment to say thank you for all your help. You provided me with several excellent ideas. After implementing just one of your referral ideas my business has increased by 20%. Thanks so much for providing such a valuable service to the (your town) business community.”

John Riverston, Coldcreek Realty

If you need advice please don't hesitate to attend our FREE clinic. And please pass around the enclosed referral cards to other business associates that might need a helping hand.

Sincerely,

David Carleton

David Carleton

Door to Door Preferred Customer Program

This is a sample of a gift certificate for a restaurant. This tactic is explained in the Advanced Referral Systems guide. You can modify this idea for most any small business.

Dezingers

Ronco Blvd.

**IS PLEASE TO OFFER YOU...
A SPECIAL PACKAGE**

WORTH OVER... \$500.00

PLEASE READ CAREFULLY TO AVOID MISUNDERSTANDING.

A FIRST TIME BONUS SPECTACULAR!
50% OFF ENTIRE FOOD BILL, UP TO \$50.00
As an introductory bonus, you will receive your entire food bill, to a discount of \$50.
Not to be combined with offers B, C, D or E. Maximum Value: \$50

B FOUR WEEKDAY DINNER ENTREES
BUY ONE, GET ONE FREE!
You or your guest will receive one complimentary Dinner Entrée when a second Dinner Entrée of equal or greater value is purchased, up to four times before expiration date.
Valid Monday through Thursday only. Maximum Value: \$22.00/entree

C FOUR WEEKEND DINNER ENTREES
BUY ONE, GET ONE FREE!
You or your guest will receive one complimentary Dinner Entrée when a second Dinner Entrée of equal or greater value is purchased, up to three times before expiration date.
Valid Anytime! Maximum Value: \$22.00/entree

D EIGHT LUNCH ENTREES
BUY ONE, GET ONE FREE!
You or your guest will receive one complimentary Lunch Entrée when a second Lunch Entrée of equal or greater value is purchased, up to eight times before expiration date.
Valid on Lunch Entrees only. Maximum Value: \$12.50/entree

E TWO LUNCHES
BUY TWO, GET TWO FREE!
You or your guest will receive one complimentary Lunch Entrée when a second Dinner Entrée of equal or greater value is purchased, up to four times before expiration date.
Valid on Lunch Entrees Only. Maximum Value: \$25.00/entree

F GROUP DISCOUNT
15% OFF GROUPS OF 6 OR MORE PEOPLE
When hosting a party of six or more people at Dezingers, you will receive a 15% discount off your total food bill, up to two times before expiration date.
Excludes alcohol, taxes & tip. Not to be combined with offers A, B, C, D or E.
Maximum Discount: \$100/cash/visit. Maximum Value: \$22.00/entree

Rules of Use

PLEASE READ CAREFULLY TO AVOID MISUNDERSTANDING

- Valid at Bay Area Blvd. location only.
- Please present card when seated.
- Not responsible for lost or damaged cards.
- The least expensive entrée(s) will be the one(s) deducted from the bill.
- Not to be combined with any other offers or discounts.
- Valid for din-in-only. Not valid on major holidays.
- One offer per card, per visit except for party of four bonus.
- Reservations are preferred for dinner.
- To provide you with the best possible service and dining experience, a 15% gratuity will be added before the discount if given.
- Expiration date is March 31, 2002.

Hours of Operation

	<i>LUNCH</i>	<i>DINNER</i>
<i>Monday - Wednesday</i>	11:00 – 4:00	4:00 – 10:00
<i>Thursday - Friday</i>	11:00 – 4:00	4:00 – 10:00
<i>Saturday</i>	11:00 – 2:00	2:00 – 11:00
<i>Sunday</i>	Closed	Closed

Private Room / Meeting Facility available
On and Off-site catering available
Live Entertainment Some Weekend Nights

Dezingers

Bay Area Blvd.

A Selection Of Our Fine Menu Items:

Lunch Entrees

Dezingers Chico: The finest beef tenderloin, butterflied
Dezinger style basted with Chimichurri
And char-grilled to order. ...\$19.95

Pollo Bahia: Grilled breast of chicken with hearts of
palm in coconut milk. ...\$7.95

Puntas de Dezingers: Butterflied beef tenderloin tips based with
Chimichurri and served with your choice of sauce (setas, creamy mild
jalapena or Pisco green pepper corn). ...\$10.95

Rollo-Pollo: Medallions of bacon wrapped chicken breast, filled with
mushrooms, roasted poblano peppers, onions and smoked cheese. ...\$8.95

Pollo Encamisado: Chicken breast crusted with crushed
plantains and cheese over a spicy black bean sauce. ...\$8.95

Pechuga Salteada: Sautéed breast of chicken served
with a citrus champagne sauce and herbs. ...\$8.95
With crab meat. ...\$12.50

Torta Puchica: Sautéed pork tenderloin in a lemon-
lime butter sauce, tomatillos and scallions, served on an
open-faced hot bun with home fries. ...\$7.95

Vegetariana del Chef: Fresh grilled and sautéed
seasonal vegetable platter. ...\$6.95

Mixta Ligera: A combination of grilled vegetables,
lobster bisque and beef empanada. ...\$8.95

Example Survey to Get Referrals Via the Media (see press release on the next page)

Media people love surveys, lists, and surprising results from studies. Because hot tubs and pools are lifestyle products, they are great candidates for garnering lots of attention from the media. You can get the media's attention by developing a survey to send to your customers asking relationship-oriented, Yes/No questions.

Make it short and attach a real dollar bill to the top letter to increase response. The dollar you pay will be well worth your investment. Ask the following questions (example from the spa and pool industry – remember to tweak it to work for your business):

Since owning a spa or pool...

Y / N 1. Has your marriage improved?

Y / N 2. Has communication with your spouse increased?

Y / N 3. Has your sex life improved?

Y / N 4. Do you spend more quality time with your family?

Y / N 5. Has contention in your home decreased?

STEP 2 – Once you get the information back, enter all your answers in a spreadsheet and run some percentage statistics. Summarize your findings.

STEP 3 – Write several articles with catchy headlines about your findings and submit them as press releases to all the media.



You can use this exact same tactic in a coaching and consulting business (see below) or any type of business. Do a survey of some type that would interest your prospects, submit it to the press.

Another Real World Example – Janco Associates

Janco Associates Inc., a technology consulting firm located in Park City, Utah gains access to the media (lots of it!) by doing an annual salary survey for people working in information technology. Every major technology magazine publishes the results of that survey and Janco gets its name in front of the entire technology industry all for the cost of performing the survey. Janco receives literally hundreds of thousands of dollars in free advertising and referrals from their survey. You can go to www.e-janco.com and check it out for yourself.

CONTACT: David Carleton
Director of Marketing
Bus. 999-999-9999
Fax: 999-999-9998
Cell: 999-999-4589

Spa City USA
1256 Anytown, Ca 77542
999-999-9999

Date: Feb. 28, 2003

For Immediate Release

“Amazing Results from Local Survey May Hold the Key to Lasting Relationships”

A Survey Completed by a Local Spa Retailer Suggests that Relationships are Significantly Improved by Simply Owning a Spa.

Spa City USA, a local spa retailer, recently conducted a customer survey which revealed shocking results. Out of 320 people surveyed, 72% of the respondents replied that since owning a spa their relationship has improved. Perhaps the reason for this jump in the couples satisfaction can be attributed to an increase in communication between both spouses. The survey indicated that 85% of the couples experienced an improvement in their communication patterns.

According to the results of the survey, owning a spa has increased the amount of quality time that a family spends together. This may also indirectly explain the increase in the satisfaction level of couples that own spas.

Sam Smith, sales manager at Spa City USA says, “There’s no doubt that owning a spa quickly improves a couple’s relationship and their family life. We have customer’s tell us every day that their life has changed since owning a spa. Comments like those are what compelled us to perform the survey. We wanted to see to what extent this was true and the results shocked even us.” For complete results from the survey visit www.SpaCityUSA.com.

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Sample Contract That Includes A Commitment
To Receive Referrals From The Customer.

Code of Accountability

1. Bay Area Pool's (B.A.P.) clients are the most important people in our business, whether they are visiting in person, by mail, or by phone. They deserve a timely response to all inquiries or contacts.
2. B.A.P.. clients are not dependent on us – we are dependent on them.
3. B.A.P.clients are not an interruption of our work... they are the purpose of it. We are not doing them a favor handling their inquiries... they are doing us a favor by giving us an opportunity to earn their business.
4. B.A.P. clients are not to be argued with. No one ever wins an argument with an B.A.P. client.
5. B.A.P. will hold in the strictest confidence, and consider as privileged, all business and personal information pertaining to our clients' affairs.
6. In order to provide our clients with an optimal level of service, B.A.P. expects them to be continuously forthcoming with all relevant project information.
7. If you are displeased with any element of our service, B.A.P. expects the courtesy of timely notification so that we may address the issue.
8. If all of our clients' expectations are met and they are satisfied with our service, B.A.P. anticipates our clients to introduce others whom they feel can benefit from our services (i.e. friends, family, co-workers).

Client Signature

Bay Area Pools Signature

MEMORY JOGGER

Relatives:

Parents
Grandparents
Sisters
Brothers
Uncles
Cousins

Who Is My:

Accountant
Dentist
Family Doctor
Minister
Financial Planner
Hairstylist
Drycleaner
Mechanic

Who Sold Me My:

House
Car/Tires
T.V./Stereo
Hunting License
Business Clothes
Computer
Air Conditioner
Roof
Pest Control

I Know Someone Who Is A:

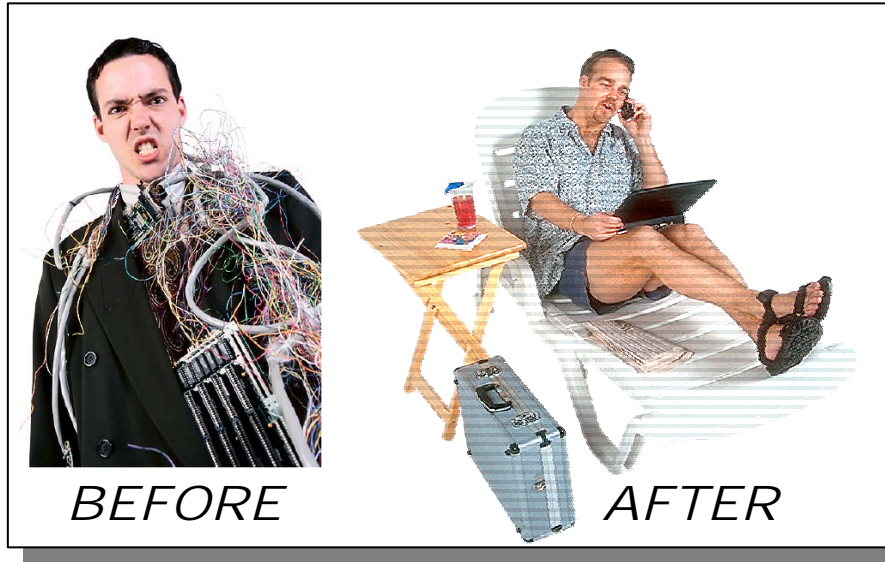
Nurse
Golf Pro
Student
Fashion Model
Security Guard
Sheriff
Secretary
Welder
Music Teacher
School Teacher
Seamstress
Carpenter
Pilot/Stewardess
Bus Driver
Bank Teller
Motel Owner
Dietitian
Garage Mechanic
Editor
Lab Technician
Printer
Restaurant Owner
Office Manager
Surgeon
Librarian
Real Estate Agent
Interior Decorator
Lifeguard
Waitress
Notary Public
Antique Dealer
Contractor
Chiropractor
Electrician

I Know Someone That:

Goes to Church
Lives Next Door
Teaches My Kids
Was my Best Man
Was My Maid of Honor
Was my Photographer
Is My Baby-sitter
Was in the Military
Goes Bowling
Is my Former Boss
Was My Teacher
Repaired My TV
Was in my Car Pool
Cuts My Grass

Sample Referral Card for Business Coach (tweak it for your business)

You can use this same referral card layout with audiocassettes or videos.



FRONT

FREE SEMINAR



Toll Free Recorded Message
1 (800) 123-4567 x.5
Call Right Now. Free Shipping!

How to Get More Done In Less Time, With Less Stress!

Do you get to the end of the day and wonder why you haven't got much done? Would you like more time and freedom, and less stress?

Announcing a new audio CD that will teach you how you can double your daily productivity while spending more time doing the things you enjoy with less stress. Get your audio CD today. The CD is free and so is the call.

Note: Our limited supply of CDs that will be given out on a first come, first served basis. Please call while supplies last.

Maximum Productivity Inc., 2314 Hall St. Houston, TX 77546

BACK

Sample "By Referral Only" Thank You Card



David Carleton, President
GetReferralsASAP.com

Dear Sharon,

I just wanted to drop you a note to let you know that it was nice meeting you today at the Chamber of Commerce meeting. I have a friend that might need your services. I will let him know about your services.

Have a great day!

David Carleton

Sample Joint Venture With a Local Merchants

Recently, Taco Bell and Microsoft did a joint venture to promote its new products. Taco Bell wanted to promote its new Quesadilla and Microsoft wanted to promote its new X-Box.

So every person that ordered a Quesadilla at Taco Bell received a free giveaway ticket with a code on the bottom and instructions to go to www.XBOX.com and sign up to win a free XBOX.

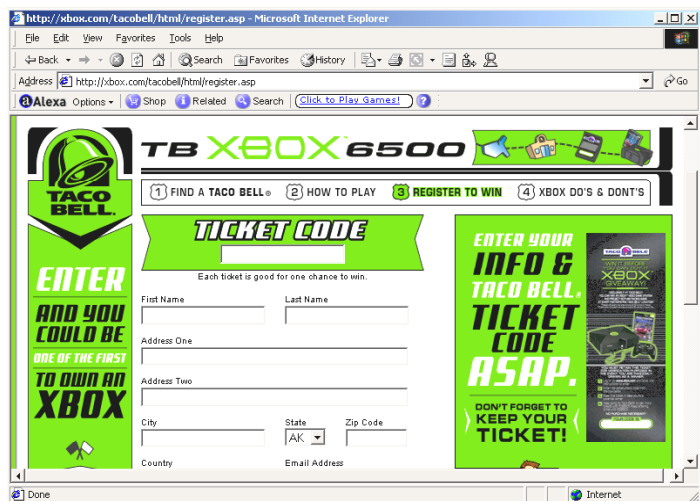
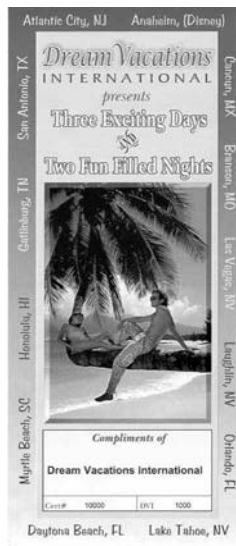
Millions of people visited the XBOX.com website as a result of the promotion resulting in one of the best product rollouts Microsoft has ever done.

You can do the same! Visit a few local merchants in your target area, such as gas stations, convenience stores, dry cleaners etc. and offer to give away a free vacation to their customers.

All the local merchant has to do is give out your free vacation certificates. Of course your free vacation certificate has a generic code on the ticket with instructions to visit your website to enter the drawing.

Another variation of this technique is to purchase what the local merchant is selling (food, massages, dry cleaning etc.) and give it away in a free drawing on your website.

For instance, suppose you buy a “dinner for two” gift certificate at a local restaurant and you have the local restaurant give out tickets to win the dinner (like the Xbox giveaway ticket on the right). The tickets would instruct the patron to go to your website to sign up to win the dinner. This drives local traffic to your site and will get you tons of exposure.



Real Example of How to Offer a Powerful Special Report in Exchange for Referrals

NOTE: The copy below came from www.TheGaryHalbertLetter.com website. It's a perfect example of creating a compelling special report and offering it in exchange for referrals. I'm sure Gary will never count the incoming emails to see if people qualify...he'll simply send the report to anyone who refers people to his website.

Anyway, I've been promising you a "killer" newsletter on how to make websites profitable. I have finished writing that newsletter and, you should be reading it right now.

But, this isn't it, because, I just located someone to type it for me and post it on my site. (Obviously, Teresa can't do it just now. It will be posted in just a few days and, I guarantee it will blow you away.

Anyway, let's consider this a mini-newsletter and, I want to make you an offer you can't refuse. I want to send you a report called:

The Three Biggest Secrets Of Making Huge Website Profits!

I will send this report to you IMMEDIATELY if you will do me a small favor. I want you to send an email to five of your friends that says something like this:

"Buckwheat, I have just stumbled across what has got to be the most valuable website on the Internet! It's free. There are no banner ads and no pop up ads.

If you don't at least triple your income by reading this website, you are beyond all hope. Check it out right now. It's at:

WWW.THEGARYHALBERTLETTER.COM

*Trust me on this. It's NOT a joke. It's the most serious email I've ever sent you.
Your friend, John Q. Everett"*

Here are the rules: your message does NOT have to say exactly what I wrote. Just write something in your own words that conveys approximately the same message.

And you CAN'T "broadcast" this email to all five different people at the same time. You have to send each email individually.

Plus, you have to cc me (at nosexgary@aol.com) on every email you send out.

Don't worry. I will never send an email to any of your friends unless they sign up for my announcement list. Nor will I ever give, lend, or sell these email addresses to anyone else. In fact, if any of them hasn't signed up to

be on my announcement list in 30 days, I will use my shredder to DESTROY those email addresses.

And, I will send you IMMEDIATELY the report entitled:

The Three Biggest Secrets To Making Huge Website Profits!

Hell, you'll probably get rich by reading this one report, which, as I said, you will receive immediately.

Deal?

Sincerely,



Gary C. Halbert

Or, as I am known in Costa Rica
Guapo Gary

P.S. Keep alert for the notice of the "killer" newsletter (soon to be posted on my website) on how to make MONSTER website profits. It is being typed right now as you read this but,

IT IS MORE THAN 60 HANDWRITTEN PAGES

And, don't forget to copy me at nosexgary@aol.com on all those emails you send out.

And don't even try to figure out what I am doing here. You'd never guess in a million years.

Peace.

Joint Venture “Free Gift Referral Strategy” Sample Coupon

In this strategy a dry cleaner and a men’s wear clothing retailer are giving each other’s coupon’s out to their respective customers. Each business endorses the other business by passing out coupons with special deals for each other’s customers. It’s a win-win, no cost, joint venture. You could do this strategy with any two complimentary businesses.

To Our Valued Customer

Sometimes we get so busy that we forget to let you our customers like you know how much we appreciate your business. So incase we haven’t told you lately...***THANK YOU!***

It’s customers like you who have made us who we are – we hope our appreciation shows in the way we do business. We work hard to be the most courteous and helpful men’s wear service you’ll ever find. We also find the absolute best values for you every day.

For instance, the suit you just purchased is of high quality and to keep it looking sharp we know you’ll need great cleaning. So we found the best garment cleaning service in the area and purchased you a gift certificate worth \$18 worth of cleaning.

“This Certificate Entitles You to \$18 in FREE Cleaning from (Name of Cleaner)”

It’s our gift to you with no catches or gimmicks. It’s just our way of saying thanks. Use this certificate and let us know how you like it. Again, ***Thank You*** for your loyalty.

Protect Your Fine Garments

FREE Dry Cleaning and Laundry

This gift certificate entitles the holder to each of the following services... one FREE service per visit please.

- ☐ Free Dry Cleaning, Reg. Suit or Dress
- ☐ Free Dry Cleaning, Reg. Blazer or Sweater
- ☐ Free Dry Cleaning, Reg. Slacks or Skirt
- ☐ Free Dry Cleaning, Reg. 3 Reg. Shirts

One Gift Certificate Per Household

FRONT OF COUPON

BACK OF COUPON

Win-Win-Win Seminar Strategy Joint Venture Proposal Letter

This letter is an example of a follow up letter that you can use to persuade another business (in this instance, it's a bank owner) to do a joint seminar with you.



Martin Howey

**“Bill, If words like... 'More New Customers',
'Increased Numbers and Amounts of
Deposits' and 'More New (and Profitable)
Business Loans' Sound Good to You --
Please Take a Moment to Read this Letter.
If Not, Feel Free to Skip It.”**

Dear Bill,

In our meeting last week, these are the three things I heard you say you wanted more of for your new bank.

The problem is, Bill... how do you get all three of those things in not only a cost-efficient, but a profitable basis?

And how do you convince business people who are already successful in their businesses, and have good working relationships with the banks they've been dealing with for years, to take their money out of those well-established institutions and put it into your start-up operation?

What makes Timpanogas Bank & Trust so different, so special, so unique that someone would be willing to risk their relationship with the bank that has helped them to get where they are today? What is it that you can offer that the “big boys” can't? What can you do to set yourself apart from all the others, and literally leapfrog past your competition?

***To Get Different Results Than Your Competition Is Getting,
You Must Do Things Differently Than They Are Doing***

Unless and until you can convince your potential customers (your prospects) that you truly have something to offer that they can't get anywhere else for any price, you can't expect them to move their money, at least not in large amounts.

In the limited time we had in our meeting I was only able to briefly outline one of the strategies we have used to help CPA's, accountants, printers and other B2B businesses capture more of their market share, get more of their customers' wallet share, increase customer loyalty and get more business as a direct result of referrals.

Here's another idea that works very well for those businesses, and will work exceptionally well for your and Timpanogas Bank & Trust:

The Timpanogas Bank & Trust "Grow Your Business Seminar"

Timpanogas Bank & Trust sponsors (or co-sponsors) a three-hour "Grow Your Business" workshop for prospective bank clients. The content is designed to show them how to get more customers for their business, increase the number of dollars they get out of each sales transaction, lower their operating costs, increase their margins, get their customers to make additional and repeat sales, build more of a referral-based business, etc.

The workshop will be intensive and interactive, and your prospects will leave having some strategies and systems developed that they can immediately implement in their businesses and begin reaping the additional profits... and all thanks to you.

In addition, Bill, part of the meeting can involve you (or a bank representative) explaining the **unique** and **unusual things** Timpanogas Bank & Trust does and the *services you provide* to help local business gain an advantage in the marketplace... things no other bank has ever told them, and things they never realized were available to them.

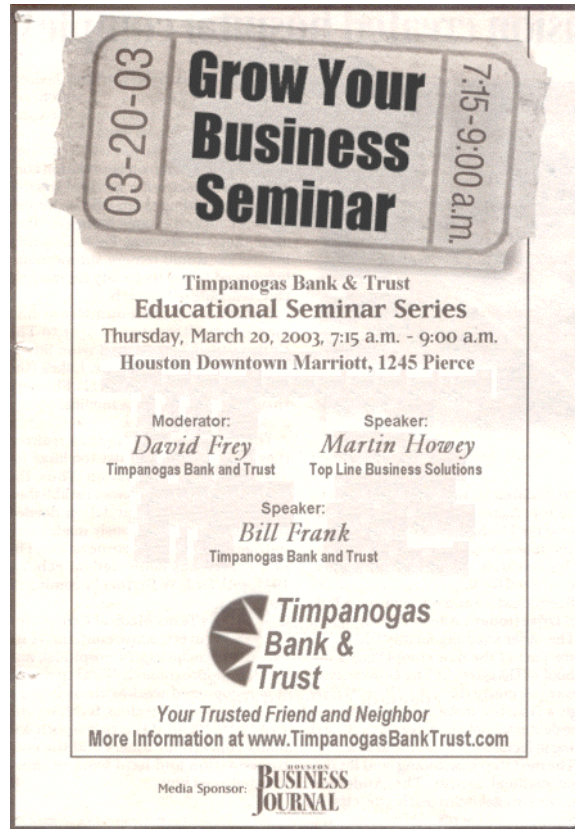
"Here's How the Timpanogas Bank & Trust 'Grow Your Business Seminar' Works"

Your sales people will have tickets to give away to **qualified** prospects... the kind you really want as customers for your bank. The tickets would carry a value of \$195, but the bank underwrites the cost of the tickets and makes them available to your prospect at no charge. Actually, there is no cost to the bank for the workshop, but saying that you "underwrite" the cost, gives value to the workshop.

Because there will be a limited number of seats available (15 at the most), it is necessary to install some type of guarantee that the recipients of the tickets will actually show up. (You know how "free" tickets are valued.)

To accomplish this, the tickets can be "sold" with a refundable deposit of \$25. If the prospect attends the workshop and sits through the entire three hours, they will get their \$25 back.

"Bill, This is What the Advertisement for Your Educational Seminar Series Might Look Like"



Give Outstanding Value... Make It “Better Than Risk Free”... And You’ll Be Swamped With Business

To make it even better, if at the end of the workshop, they don’t feel that the ideas they’ve gotten can add an additional 100 times the value of their initial “investment” (\$2,500) to their business within 60 days, they’ll get an additional \$25 just to say “thank you” for attending. Of course, we’ll underwrite the cost of the additional payments, if there are any.

Worse case scenario? Your prospects will walk away with their \$25 returned, an additional \$25 in their pockets, some profit-generating ideas they can be using immediately in their businesses, an introduction to your bank and the unique things you do for them, and a sense of gratitude to you for helping them.

The idea, Bill, is to make this program so wildly successful, that the attendees (your prospects) will tell their business associates and friends about how you and Timpanogas Bank & Trust helped them by giving them ideas that can generate immediate profits for their businesses. You want to create a waiting list... you want to have people standing in line to not only attend the workshops, but to give you and your bank money and take out loans.

The entire cost for this program is minimal, and consists of printing of the tickets and some light refreshments. A meeting room is necessary, and if the bank doesn’t have one available, perhaps a

co-sponsorship arrangement can be made with someone who does (AmeriFirst Financial, as an example).

***All Things Being Equal, People Will Do Business
With Those They Know, They Like And They Trust.***

***Give People A Reason To Get To Know You, Learn To Like You
And Develop Trust In You, And You Can't Help But Win.***

The benefits to the bank are that your prospects – the very people you want to do business with – see you as different than all the other banks. You care about the community and the businesses in it, even though they aren't customers of yours. This puts you and Timpanogas Bank & Trust in a very favorable light with them.

This same service can be extended to those who are already your customers, as we discussed in our meeting last week.

The benefits to us, of course, is that we get to make a 3-hour presentation to a captive audience. There is **no selling**, and **no pushing of products**. We will make it known, however, that if the attendees are interested in further consulting or help with their businesses, that we do offer programs and packages.

They are either interested, or they're not. If they do want to take advantage of additional help, of course, the bank has arranged for them to get the "family" price, which is a discounted amount that they can't get on their own.

If You Don't Change Anything, Nothing Changes

Bill, if you're happy with the results you're getting, then don't change anything. But, if you're ready to stop working hard and focusing on quantity, and are ready to begin working strategically and focusing on quality, we need to get together. This program has worked for others and it will work for you and Timpanogas Bank & Trust. I'd like to help you put it together.

If this is of interest to you, Bill, give me a call at your earliest convenience. You can reach me via email at mehowey1@msn.com, or by phone at **480-969-1738**.

Together we can make Timpanogas Bank & Trust the number one choice for smart business owners. Let's make it happen.

Martin E. Howey
President, Top Line Business Solutions

“Clay, How Would You Like to Join Me At My Next \$500 Business Seminar for Free? Here’s How...”

Dear Clay:

As a special guest to one of my previous business seminars you probably know that they are packed with great information that will help any service professional to improve their bottom line.

On Thursday, 23, December 2004, I’m holding a special business seminar titled, **“11 Little Know Strategies to Get C-Level Business Executives to Call YOU!”** In my humble opinion, this will be one of the most important and detailed seminars I’ve ever offered to my clients and their friends.

If you’d like to come the fee will be \$500 on a first come, first served basis. Based on response to my previous seminars, I’m confident that this particular seminar will sell out rapidly. The room I’m holding the seminar in only has capacity for 120 people so as soon as the room is full, I’m closing down the registration process.

As a unique favor to a select group of our very special clients, you can attend this seminar for free. All that is required is to bring a “like-minded” business friend with you.

Here’s what you need to do to qualify. Using this special code **34XWK8**, visit SeminarSignup.com and register for the seminar. You’ll be given a special guest code. Now pass that code on to your special guest and have them sign up at Seminarsignup.com using the special guest code on the registration form. That’s it!

Clay, if you’ve ever struggled to contact C-Level decision makers or got frustrated with overbearing “gate keepers” then **you can’t afford to miss this seminar**. The strategies you’ll discover will literally unlock the mystery to directly connecting with prospects that are in a position to make decisions. And you and I both know how valuable that is to make the sale.

If you have any questions feel free to call my office. I look forward to seeing you and your guest at this exclusive seminar.

Sincerely,

David Carleton

David Carleton

100% Refund Sample Letter/Flyer

Below is a sample of a flyer that explains a 100% Refund program that is given out to every patient that walks into an optometrist's office. He offers his patients a 100% refund on his services if the patient would bring him four referrals that turned into patients

Would You Like a 100% Refund on the Services You'll Be Receiving Today?

"Here's How You Can Easily Receive a Full, 100% Refund on the Top Quality Services You'll Be Receiving Today..."

Dear Valued Customer:

Over the years I've spent a lot of money advertising my services. Quite frankly, I hate handing my money over to newspapers, magazines, coupon books, and radio stations. I'd rather take the money that I spent on advertising and give it to YOU, my valued customer.

You see, what I've found over the years is that the customers who are referred to us from people like you turn out to be our very best customers. They enjoy our services more, we become better friends, and they come back to us for all their optical needs. The bottom line is that our referred customers feel better doing business with us and we have a valued customer for life.



"So What Does All This Have to Do With You?"

The only way we get referrals is from customers like you. But we recognize that it's not fair to ask you to provide us with referrals without giving you something back in return so my staff and I thought long and hard about what we could offer you, that you'd consider valuable.

We thought about offering you things like gift baskets, movie passes, and even gasoline (if you can believe that), but in the end, we decided that we should give you what you came to us for...great optical care.

So that's what we'd like to give you – caring, kind, and expert optical care...for free!

"Here's How the 100% Refund Program Works..."

At the front desk you'll find a supply of referral cards. Take all the referral cards you'd like and put your name and today's date on the cards. Then simply pass the referral discount cards out to your friends, associates, and family members and tell them to bring the cards in with them on their first visit.

When four of your friends, associates, or family members become paying customers we will refund the entire amount of today's optical visit back to you in full. It's that simple.

Here are some things that you should know and to make sure you do...

1. Make sure that the person you refer brings their referral discount card in with them so that we can keep track of the source of referrals. They must bring the card in...no exceptions.
2. We know that families have several children so each member of a family that receives optical care is considered one referral (see how easy this is ☺)
3. Your refund will only count towards today's office visit and not toward any surgical procedures.
4. When your four referrals have come in we'll immediately send you a refund for today's visit. We keep a good record of referrals so please don't call in to ask how many referrals you have. However, when you come in for another office visit we'll be happy to show you your referral record.
5. Some of our best customers bring in a number of referrals on a monthly basis. So, of course we will give you credit for each and every referral you bring in to us. Every four referrals will offset the cost of your next office visit.

"So What are You Waiting For?"

Go ahead and spread the good word. Tell all the people you know about our great service. Give them our referral discount card or you can even send it to them. Thanks for being one of our valued patients. You are important to us!

"This is An Awesome Program!"

"It only took me one week to get a full refund on my optical visit. This is an awesome program. Thanks so much."

Jenny Fullbright, Houston, TX

"I Can't Believe How Easy..."

"I gave out your referral discount cards to four of my family members and they all became patients. I can't believe how easy it was."

Mary Hill, Houston, TX

"Totally Unique Concept!"

"What a totally unique concept. I would have given out your cards even if I didn't get a refund. But don't tell the doctor that ☺."

Karen Girard, Seabrook, TX

Thanks for all your support; we couldn't do it without you.

Dr. Bob Young

Sample Business Card Referral Template

This is a copy of my business card. You'll notice that it has an offer on the back for a free special ebook that can be downloaded from my website. When I'm at association meetings I give this business card out to people and I always remember to hand people an extra two or three to give to their friends. The offer on the back of the card drives people to my site where I capture their contact information.



David Carleton
GetReferralsASAP.com
P.O. Box 1448
Poway, CA 92074
858-442-3131
David@GetRefferralsASAP.com

FRONT

**Sign Up For The
Referrals & Leads Success
Newsletter**

And Receive your Free EBook
Titled:

**"6 Deadly Small
Business Marketing
Mistakes"**



BACK

Sample Team 100 Letter

The Team 100 program is introduced on the Referral Strategies CD program.. This is a sample of the letter you can use to get you started.

Dear Bob:

Wouldn't it be great if we both knew ALL of the best professionals to refer our clients for WHATEVER need they had?

I was looking through my Rolodex the other day, and I figure that I know about 50 other professionals --everything from chiropractors to divorce attorneys. I naturally refer my clients to these other professionals, **including you!**

What I've prepared is a list of the 50 best professionals I know and I've included a copy of this with this note to you; it's part of a process called the Team 100. I hope that it will come in handy for you and your clients should they need a professional resource. Kind of like a private Yellow Pages.

But, as you can see, I only have this filled out for 50 professionals. Within 30 days, I want to fill up this 'dance card' to a full 100 -- or more professionals.

Are you willing to help? All you need to do is to fill in about 10 or 15 blanks of professionals that you know, but that I don't. That will get them on this list, and when the list is full at 100, I'll send you -- and them -- a fresh/updated copy of this Team 100 list so you'll have it should you ever need to refer clients to one of the professionals listed here.

My goal is to have a professional resource for virtually ANY need that my customers might have. And I thought this Team 100 was an easy way to build this resource and offer something to share to you and the soon-to-be other 99 professionals in my network.

Sincerely,



David Carleton

Sample Team 100 Referral Template

The Team 100 program is introduced on the Referral Strategies CD program.. This is a sample of the template you can use to get you started.

Team 100 Program

Specialty	Name	Phone	Email
1. Acupuncturist			
2. ADD Expert			
3. Auto Mechanic			
4. Banker/Loan Officer			
5. Bookkeeper/Bill Payer			
6. Business Attorney			
7. Business Coach			
8. Business Strategist			
9. Career Counselor			
10. Certified Public Accountant			
11. Childcare			
12. Chiropractor			
13. Communication Coach			
14. Computer Consultant			
15. Corporate Coach			
16. Corporate Trainer			
17. Defense Attorney			

Team 100 Program

Specialty	Name	Phone	Email
18. Dentist - Cosmetic			
19. Divorce Attorney			
20. Electrician			
21. Event Planner			
22. Executive Coach			
23. Executive Recruiter			
24 .Feng Shui Consultant			
25. Financial Planner			
26. Florist			
27. Graphic Artist			
28. Handyperson/Fixit			
29. Healthful Food Delivery			
30. House Painter			
31. Housekeeper/Cleaning Service			
32. Image Consultant			
33. Insurance Broker			
34. Interior Decorator			
35. Internet Marketer			
36. Investment Advisor			
37. IRS Expert			
38. Manicurist			

Team 100 Program

Specialty	Name	Phone	Email
39. Marriage Counselor			
40. Massage Therapist			
41. Minister/Clergy/Priest/Rabbi			
42. Movement Therapist			
43. ND (Naturopath)			
44. Networker/Knows Everyone			
45. Nutritionist			
46. Personal Concierge			
47. Personal Organizer			
48. Personal Trainer			
49. Photographer			
50. Physician – Cos. Surgeon			
51. Physician - Internist			
52. Plumber			
53. Printer			
54. Psychic			
55. Realtor			
56. Refractive Surgeon			
57. Reiki Practitioner			
58. Rolfer			
59. Skin Care Specialist			

Team 100 Program

Specialty	Name	Phone	Email
60. Spiritual Advisor/Coach			
61. Stockbroker			
62. Tax Attorney			
63. Therapist - General			
64. Therapist - Recovery			
65. Travel Agent			
66. Travel Agent - Adventures			
67. Venture Capitalist			
68. Veterinarian			
69. Virtual Assistant			
70. Voice/Speech Coach			
71. Web Designer			
72. Web Hosting Company			
73. Web Programmer			
74. Web Writer			
75. Writer			

Sample Speaker Sheet Template

Speaker sheets are used as a tool to get speaking engagements. The Essential Referral Marketing Systems Program talks a lot about using speaking as a referral generation tool. This is an example of the speaker sheet that I've used to promote a book I wrote a few years ago. You can use this as a model to produce your own speaker sheet.

Strategies for Job Changing Success

**By This Time Next Month, You Could Have
the Job You Want, the Money You Deserve
and Respect that's Been Missing.
100% GUARANTEED!**

Are you about to start a job search but feel you're a little "rusty" in terms of a cover letter and resume writing?

Do you respond to job ads that seem to be a "perfect match" only to get reject letter after reject letter?

Have you gotten "expert" advice on how to conduct a job search from friends and family but still seem to be stuck in neutral?

"Now You Can Use My Simple, Time Tested, Step-By-Step System that Turns Your Cover Letter and Resume Writing Into an Unstoppable Interview-Generating Machine"

Learn how to make your resume **come to life** and get your **phone to ring** with these timely, effective and easy to use job changing ideas. Things like...

1. 22 tricks gets your cover letter read.
2. The best time to respond to an ad.
3. Respond to blind ads, I'll tell you why
4. Why you **NEVER** fold your **resume**
5. What NOT to say on your **resume**.
6. 3 magic words that secretaries hate

If you're frustrated, confused or just looking for a **competitive edge** in a tough job market, you'll want to read this information immediately.

This 2-hour seminar will be held at the Hilton in San Diego on May 3, 2004 from 10 AM – 12 PM. Call 1-858-442-3131 to reserve your space.



David Carleton

Described as being "energetic", inspiring and fun, David presents a lively and entertaining session that calls participants to action. David, author of the recent e-book "The Street Smart Job Changing System" got his experience "OTJ" – on the job.



David's has worked for a variety of companies from start-ups to multi-billion dollar conglomerates and has hired hundreds of people in a variety of positions over the last 20 years.

"Thank You for participating in my presentation"

"I know you had other options and I'm honored that you decided to invest your valuable time with me. To express my appreciation please accept these valuable gifts with a combined value of over \$110."

- ☐ **Yes!** I would like to receive your FREE email newsletter containing insider small business marketing secrets that will dramatically improve my profits. I understand that this free gift is a **\$68 value!** Please send it to my email address below.



- ☐ **Yes!** Please email me your "Six Deadly Small Business Marketing Mistakes" course. I want to save thousands of dollars in wasted money and effort by avoiding the most common marketing mistakes that plague 95% of all small businesses. I understand that this free gift is a **\$42 value!**



6 Part eCourse

PLEASE PRINT

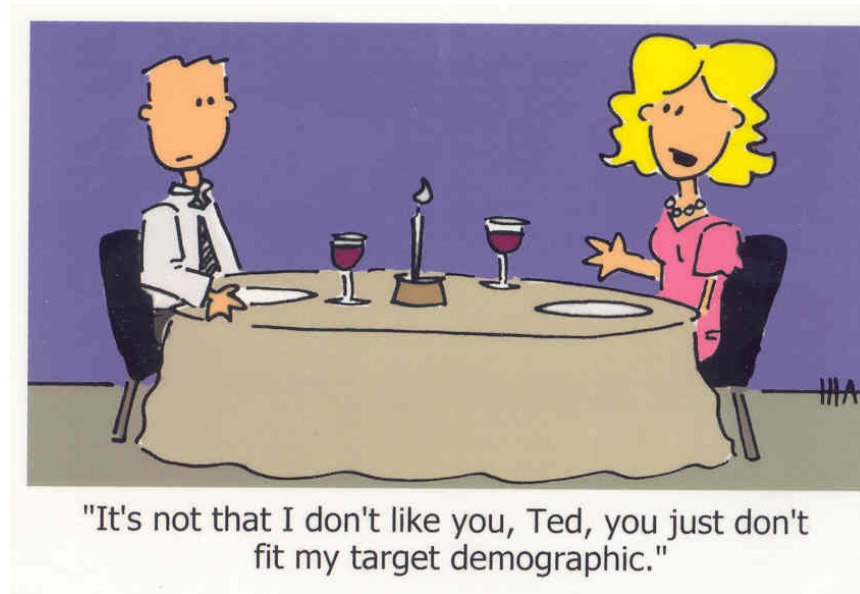
Name: _____

Email Address: _____

Privacy Policy: I will NEVER rent, sell, or share your email address with anyone. (I swear!)

Select Your Prize - Sample Referral Postcard

This is a good example of a referral postcard that was sent by Kevin Donlin who owns Gresumes.com. Notice the offer on the back of the postcard. He used AmazingMail.com to send the postcard, which is an online service that builds and sends your postcard for you.



Guess what? The people you know fit my target demographic EXACTLY! In fact, I'd like to clone you. And pay you for it. Here's how --

Just pass my name on to anyone you know who's in the job market and needs a resume. Point them to my Web site -- WWW.GRESUMES.COM -- tell them to contact me and say that you sent them.

For every person you send my way who becomes a client, I will do one of 3 things -- (I'll call to see which you prefer):


1. Send you a check for \$20.00, or
2. Email you an Amazon.com gift certificate for \$20.00, or
3. Discount your friend's order by \$20.00

So please spread the word. We'll take care of the people you care about. And reward you! Kind regards,

Kevin Donlin, President --> Guaranteed Resumes
Web: www.gresumes.com -- Phone: 952-946-7952

FROM Kevin Donlin
Guaranteed Resumes - www.gresumes.com
5185 Abercrombie Dr.
Edina MN 55439

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
AMAZINGMAIL
85026

 www.amazingmail.com

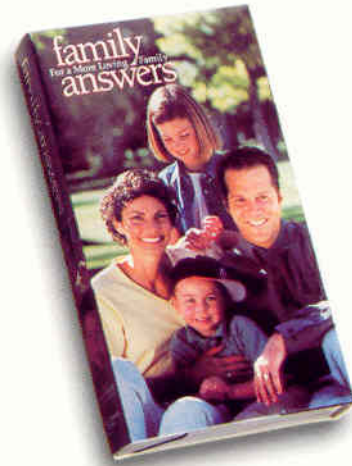
36429V112855071

Let members Talk Referral Strategy

This is a good example of a referral pass around card that you can give to other people to pass out to their friends. Notice on the back side it shows a photo of the video the prospect can obtain by simply calling a toll-free phone number. You can tweak this concept to use with your own company to distribute an audio CD, book special report, or a video.



Ideas for a More Loving Family

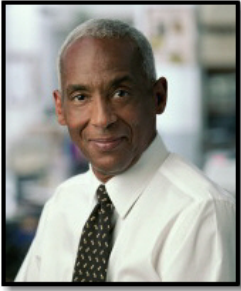


*Please accept this free family video.
It's filled with ideas to strengthen your family.*

Call 1-888-537-3377.

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

© 2001 981 36172



Peter Kahihu
Strategic Leadership Center

***“If words like...’More New Customers’,
‘Higher Profits’ and ‘Eliminating the
Competition’ Sound Good to You --
Please Take a Moment to Read this
Letter. If Not, Feel Free to Skip It.”***

Announcing a New **Strategic Marketing Seminar** that Will Teach You How to...

***..Attract More New Customers, Sell More to Existing
Customers, and Bring Back Your Customers More Often, With
Less Effort — No Matter What Product or Service You Sell***

Dear Business Associate:

Are you a business executive, corporate manager, marketing professional, sales leader, or entrepreneur who wants to generate more business but...

- You're frustrated with your marketing results to date.
- You find it difficult to get people's attention and communicate your marketing message.
- You struggle with knowing what marketing strategies will work and which won't.
- You're confused about how to set yourself apart from your competition.
- You don't know where to invest your marketing dollars for the highest return.
- You know there must be a better, more successful way to market your services and would happily do it if you just knew what it was!

You're not alone.

Hello, my name is Peter Kahihu and I'm the President of the Strategic Leadership Center. In our new **Strategic Marketing Seminar** you'll find the answer to all these questions and more.

Wouldn't you like to get consistent, more predictable results from your marketing with less effort? In fact, how would you like to double your business within the next 12 months? **If these types of results interest you then take a moment and read the rest of this letter.**

“Join Us at the Strategic Marketing Seminar On November 17th and 18th in Nairobi Where You’ll Learn the Secrets to Supercharging Your Marketing Efforts.”

Imagine your company having all the business it can handle. Imagine if the only problem you were experiencing was how to hire more qualified employees just to handle all the new customers. Stop imagining and start learning at this special event especially for business owners, managers and entrepreneurs who are interested in taking their businesses to the next level of effectiveness, efficiency and profitability.

Here’s precisely what you’ll learn at the Nairobi **Strategic Marketing Seminar**:

- **A simple, easy-to-use formula can calculate the exact amount you can afford to spend to acquire a new customer, and to keep an existing customer.**
- **How to uniquely position yourself in the marketplace so that your customers wouldn’t think of doing business with anyone else but you or your company.**
- **How to create a marketing message so compelling that it grabs the attention of your prospects and compels them to want to do business with you.**
- **How to select and exploit under-served niche markets that you can quickly dominate resulting in the total elimination of your competition.**
- **How to tap into your most valuable business asset and uncover the hidden goldmine residing in your companies own customer list.**
- **How to get a quick jolt of new business by establishing profitable joint ventures whereby you gain full marketing access to other company’s customers.**
- **How to create a tidal wave of new leads using the proven principles of direct response advertising (You’ll see clear examples of dozens of winning ads!)**
- **How to multiply your marketing efforts by ten-fold by letting your customers, vendors, and business associates do your marketing for you.**
- **How to use the Internet to generate more leads, develop powerful business relationships, and convey your marketing message in a compelling way.**
- **How to generate positive free publicity for your business that results in fresh new leads and that will give your business the credibility that paid advertising can’t buy.**

If you are experiencing intense competition and are finding that it’s harder and harder to prospect for more customers and compete in your industry, then there’s **no question** that you should be in attendance at the Nairobi Strategic Marketing Seminar.

You’ll not only learn new and exciting ways to market your business, but you’ll be rubbing shoulders with some of Nairobi’s brightest and important business people. It will be an excellent opportunity to meet and get to know some of Nairobi’s most influential businessmen.



David Frey
Marketing Best Practices

“The 2-Day, Strategic Marketing Seminar Will Be Lead by One of the Top Marketing Experts and Authors in the United States – David Frey, President of Marketing Best Practices Inc., and Author of the Marketing Bible.”

You'll be fortunate to participate in this Strategic Marketing Seminar with one of the United States top marketing experts, **David Frey**, President of Marketing Best Practices Inc. David is the author of the Small Business Marketing Bible and several other marketing manuals, systems and programs.

You'll find that David leads a VERY interactive, intensive, hands-on workshop-style seminar so be ready to have fun, participate, and learn. He'll not only give you the specific tools you need to give your business the competitive advantage you've been looking for, he'll also be showing you how to implement those strategies into your business operation so you'll reap immediate profits from what you've learned.



"Answering questions about lead generation"



"Explaining the Emotional Response Buying Curve"



"Driving home a critical marketing principle"



"Demonstrating a new way to advertise"

“Here's What Some People are Saying About David Frey”

"David Frey is Worth Every Minute of Your Time"

"David Frey is worth every minute of your time. He really is in FOCUS! His ideas are real winners....not a single idea is without value. He has made a believer out of me. I've got to get into his mode and use his valuable tools."

Steve White, W. Boylston, MA

"Never Seen or Heard So Many Great Ideas"

"I have been in business for 20 years and have attended dozens of seminars on marketing and have never seen or heard so many great ideas. I can't thank you enough. Thank you. Thank you."

Dusty Snelling, Willis, TX

"Most Valuable Experience I Have Had"

"Your seminar has been the most valuable experience I have ever had. I have received more quality information and ideas to help promote my business than any seminar I've ever attended. Thank you for all the great advice."

Gerald Houseman, CA

“With Your Low Investment of Only Kshs 40,000, You’ll Find The Strategic Marketing Seminar to Be the Wisest Investment In Your Business Education this Year”

The Strategic Leadership Institute was able to persuade Mr. Frey to hold this seminar for only a fraction of his normal fees and as such, we want to pass the savings on to you. Typical fees to participate in David Frey’s “Marketing Best Practices” seminar in the United States usually cost between \$3,000 - \$5,000 U.S. (Kshs 120,000/-).

If you’re still not convinced that the Strategic Marketing Seminar isn’t the most important place you need to be on November 17th and 18th and you’re still a bit skeptical, I understand. Let me help you make your decision a little bit easier by extending to you our...

No-Risk, You-Can’t-Lose, 100% Unconditional Money-Back Guarantee

At the end of the highly-intensive, highly-interactive Strategic Marketing Seminar, you must agree that you have gotten enough value to add to your business, at least 10 times the amount you paid to attend, or we will refund your entire purchase price. No questions asked, no quibbles, no hassles.

“Here’s a Way for You To Participate In the Strategic Marketing Seminar for Even Less...”

If you...

- Bring **three participants**; your fourth participant can experience the seminar for **FREE**.
- **Refer one** or more participants and you’ll receive a **20% cash refund**.
- Book your seat by the **30th of October**; you’ll receive an extra **10% discount**.

Hurry, and book your seats now because they are going fast. We can only allow 100 people into the Strategic Marketing Seminar and many seats have already been reserved. Don’t wait until the last minute because you might not be able to get in.

Regards,

Peter Kahihu, President, Strategic Leadership Institute

P.S. Personalized-consulting opportunities will be available at the workshop for no extra charge!

***“Here’s How You Can Get 3 Months of Your
YMCA Membership Bought and Paid for - -
FREE OF CHARGE...”***

Dear Fitness-Minded YMCA Member:

As you know, the YMCA is a non-profit service so we hate to have to spend money on advertising to increase our membership. We’ve finally decided to take the plunge and STOP advertising altogether...and instead, give **YOU** the money that we would have spent on advertising.

The YMCA is running a special referral program where you get to give your friends or family members **FREE 1 MONTH MEMBERSHIP PASSES** so that they can come and experience ALL the benefits that you receive being a YMCA member such as increased energy, confidence, self esteem, and vitality for 1 month absolutely FREE!

“Here’s What You Will Get Out of It...”

For your effort in helping us find people that have the same qualities that you have, to compliment our already fantastic existing clientele, you will have your choice of the following great special gifts. If during or after your friend or family member’s free one-month trial membership, they decide to sign up for a membership, you’ll receive the following special gifts.

# of People Who Sign Up	What YOU Get
1 person	A FREE one hour massage, 1 month free membership, <u>OR</u> a crisp \$50 bill
3 people	A FREE car wash at Suds, 2 months free membership, <u>OR</u> \$100 in cash!
5 people or more	A FREE dinner for two at Perry’s Grill <u>OR</u> 3 months free membership at the YMCA

“Here’s How You Can Get Started Now...”

All you have to do is take the free passes you’ve received in this letter and give them out to your friends and family members and have them give us a call to set up their first appointment. If you run out of passes just ask for more at our front desk or give us a call and we’ll be happy to send you more!

***“Here’s an Even Easier Way to Give Out Your Free
YMCA 1 Month Trial Membership Passes...”***

If you take the “Friends and Family” sheet that we’ve enclosed and fill it out with the names and addresses of your friends and family members, we’ll send your 1 Month Trial Membership Pass FOR YOU and we’ll also personally call and invite them on your behalf to visit the YMCA.

“This Opportunity Has NOT Been Extended to Everyone...”

We couldn’t extend this opportunity to all our members because of the amount and value of special gifts we’re offering. So we decided to select just a few of our very best, most loyal members to participate in this special opportunity.

But you’ll need to hurry if you’d like to participate because our referral program only lasts until....

DEADLINE DATE: May 30, 2004

So don’t wait another minute. Start passing your 1 Month Free Trial Membership Passes or sit down right now and fill out the “Friends and Family” sheet so we can send your Free Trial Passes out right away.

Feel free to send as many names to us as you’d like but instead of writing just any name down, think about who would be a great candidate to be a member of the YMCA. You’ll be doing both them and yourself a big favor.

“That’s All There Is to It!”

See how easy it is! Let’s get started right away and work together to spread the benefits of health and vitality to all your friends and family members. You might even think about a few people that you could invite to be your “workout partner” to get their own membership and join you. It’s always more fun getting healthy with people you know.

Yours in fitness and health success,

Sincerely,

David Carleton

David Carleton
Bay Area YMCA Director

Wow!

P.S. As an extra special bonus, for every name you submit during our membership drive you’ll receive one entry into our **FREE VACATION DRAW** for a free “drive to” weekend vacation to the **Hilton on the Riverwalk** in San Antonio, Texas. The more names you refer, the better your chances to win! Start now!

This sample BRC card can be sent out with all your outgoing billings. Not only will you receive important feedback on your business, but you'll also receive a consistent flow of referrals.

<p>Thank You For Being Our Valued Client</p> <p>We Know You Have Choices and We're Grateful that You Choose to Do Business With Us!</p>	<p>BUSINESS REPLY MAIL</p> <p>FIRST-CLASS MAIL PERMIT NO. 43 CHICAGO, IL</p> <p>POSTAGE WILL BE PAID BY ADDRESSEE</p> <p>ATTN TRACY G SMITH SULTER AND ASSOCIATES 2349 WIDEROP LANE HOUSTON, TX 77002</p> <p>NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES</p>
<p>Please Take a Moment to Help Us Serve You Better</p> <p>Thank you for your feedback. If you fill out our survey and send this back to us within the next <u>5 days</u> we'll credit you <u>\$10</u> on your next month's bill.</p> <p>What Two Things Do You <u>Enjoy</u> <u>Most</u> About Our Service?</p> <p>1. _____ _____ _____ _____</p> <p>2. _____ _____ _____ _____</p> <p>What Two Things Could You Suggest To Help Us <u>Improve</u> Our Service?</p> <p>1. _____ _____ _____ _____</p> <p>2. _____ _____ _____ _____</p> <div><p>Do You Know Someone Who Might Benefit From Our Services?</p><p>If you know someone who would benefit from our services please share with us their contact information and we'll send them an information package with no obligations.</p><p>Full Name _____ Address _____ City, State, Zip Code _____</p><p>Full Name _____ Address _____ City, State, Zip Code _____</p><p>Full Name _____ Address _____ City, State, Zip Code _____</p></div>	

Sample JV Referral Board

This is an example of a “Business Referral Board” that holds business cards of other businesses that refer business to each other. The Business Referral Board is put up for display in each of the business’ high traffic waiting areas.

Depending on your business, you should choose referral partners that provide products and services that serve the same types of customers. For instance, a dance studio may partner with a dance wear clothing store, a gymnastics training center, a skating rink, a children’s counseling center, a dentist specializing in child care etc.



Sample Postcard Referral Coupon

This is an example of a postcard referral coupon that is given to your customers to send out to their friends. The referrer receives the same free service as promised to their friends (in this case, 1 month of free day care services) when one of their friends brings the postcard in and signs up.

You can send 5 – 10 postcards to your customers with a cover letter explaining your offer of 1 month of free services if any of their friends that they send the postcard to becomes a customer of your business. You can also have a stack of these postcards with live stamps on them and a flyer explaining the program in your place of business, which you can give to your customers as they do business with you. This example comes from the day care industry but could be applied to most any business.

		<div style="text-align: center;">1 MONTH FREE! Loving Daycare Services This is a limited time offer for 1 month of free day care services offered to you on behalf of... [Name of Referrer] <hr/>Simply <u>bring this postcard in</u> and when you sign up for our 12 month special day care package you'll receive your first month free!</div>	
<p>"We'll Take Care of Your Precious Child as if He or She Was Our Very Own."</p> <p>Dear Loving Parent:</p> <p>We know how much you love your child because we have children of our own. We also know that entrusting us with the safety and well being of your child is an extremely important responsibility.</p> <p>Please take advantage of this special offer and come by to visit us, and take time to see for yourself where and how your child will be lovingly taken care of and protected.</p> <p><i>Patty Walters</i> Patty Walters, Director, Loving Day Care</p>		<div><div>LOVING DAY CARE 345 Bering Point Drive - Webster, Texas 77546</div><div><div>Loving Day Care Center</div><div>Bering Point Dr.</div><div>Free Enrollals Drive</div></div><div>Live Stamp Goes Here</div></div> <div>From:</div> <div>To:</div>	

Sample Instant Gratification Referral Postcard

The Immediate Discount Referral Postcard can be applied to any retail business and many other product or service oriented businesses. The coupon example below is for a kid store.

You can either give them to your customer as they walk into your store and let them know that they can immediately receive 10% off (or whatever amount you choose) their purchase if they fill out the postcard to send to three of their friends or offer the discount to them at the point of sale. You, the merchant, will send the postcard for them at no cost.

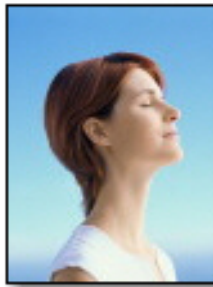
"A Special Friend of Yours Has Made It Possible for You To Receive an Extra <u>10% off Your Next Purchase!</u>"	
Special Offer Dealine Date Wednesday, Nov. 19th	
	
Place Personal Message Here	<div>Giseller Kids Store Bay Area Mall</div> <div>Live Stamp</div> <div>From:</div> <div>To:</div>
<div>Simply bring this postcard into our store by the deadline date and you'll receive 10% off our already low discount prices!</div>	

Sample Home Party Referral Postcard

The Home Party Referral Postcard is used to encourage a past attendee of a home party to sponsor their own home party.

"Here's How You Can Make an Easy \$150?"

"By Sponsoring Your Own 'Get Healthy' Home Party You Can Make a Fast, Easy \$150"



See Opposite Side for Details

"Get Paid for Having a Fun, Friendly, and Educational Party...and Get Paid for It!"

Dear Tristen:

Hope you had a great time at Courtney's party last week. We sure enjoyed having you. Did you know that Courtney made an easy \$150 for sponsoring her party? All you have to do is invite 15 friends and I'll give you \$10 for every person that shows up. I'll bring the refreshments! If you'd like to talk more about this, just give me a call at 345-887-2495.

George Hill ..

Hill Chiropractics

3482 Parkdale, # 13
Friendswood, TX 77432
345-832-9984

**Live
Stamp**

From:

To:

Sample Referral Drop Box

24 Hour Fitness places drop boxes like the one you see in this picture in waiting areas of high traffic businesses in a 5 mile radius around their fitness centers. The offer is a drawing to win a free six-month membership. 24 Hour Fitness offers the business owner where the drop boxes are placed two free memberships to the fitness center as long as the box sits in their business.



You Gotta Read This - Sample Christmas Gift Joint Venture Letter
(From Mike Enlow's "Sand Castles" Special Report)

Here's a Christmas Gift from Our Family to Yours

Dear Customers and Friends,

Last week my wife and I were browsing through the many Christmas card binders to select a suitable Christmas card to mail to you, our customer, to express our appreciation for your patronage.

Of the many hundreds of Christmas cards we had to select from we couldn't find a single card that expressed our heart felt feelings and appreciation to you as a customer. After all, it is customers like you that helped us to send our two children through college and build our business to be one of the most successful pharmacies in the city. Frankly, I decided to say thank you in a very special way - with actions, not words.

Let me explain.

One of my dearest friends is a local jeweler, who has the largest selection of diamonds, rubies, emeralds, watches, and other inventory in the area, but more importantly, he has developed an incredible method of wholesale purchasing that allows him to save a fortune.

As we were talking, I explained how I wanted to do something very special for my friends and customers this Christmas that would express my gratitude for your business. I further explained how I wanted to do something that would benefit you and thus express my thanks with ACTIONS rather than just WORDS in a Christmas card.

After a bit of "arm twisting" he agreed to allow my customers who bring in this letter to his store, during their Christmas shopping, to have a 20% discount! This is good for any purchase you may wish to make this year. In doing this I am saying Thank you to you in my own special way. Since he is providing you with the finest quality jewelry he believes that you will continue to be his customer for years to come. He agreed.

So, feel free to take this letter to XYZ Jewelers anytime between now and Christmas and you will receive a "privileged discount" of 20 percent off any purchases as well as VIP treatment from my friend.

Since almost everyone buys jewelry during Christmas my wife and I felt this to be a much better way of saying thank you than any card we may ever send.

Enjoy, and Merry Christmas.

Don and Susan Smith, XYZ Pharmacy

PS. Oh yea, he did request that I ask you to "slide this letter" to him in an inconspicuous way so his other customers won't feel slighted. They aren't getting this VIP discount. Please do me this kind favor when you go in.

Sample Shop Till You Drop "Passport" Card and Store Location Map

This referral strategy gets all the best quilt shops in town to sponsor a "shop hop," which gets rewards people for visiting all the shops within a specified period of time.

HOUSTON BAY AREA SHOP HOP
PASSPORT
March 28-30, 2003
Fri. 9am-9pm; Sat. 9am-7pm; Sun. 12pm-5pm

⇨ PLEASE FILL OUT BACK OF CARD FOR PRIZE DRAWING

Quakertown Quilts Quilts By the Bay

SHOP HOP
March 28-30, 2003
Fri. 9am-9pm; Sat. 9am-7pm; Sun. 12pm-5pm

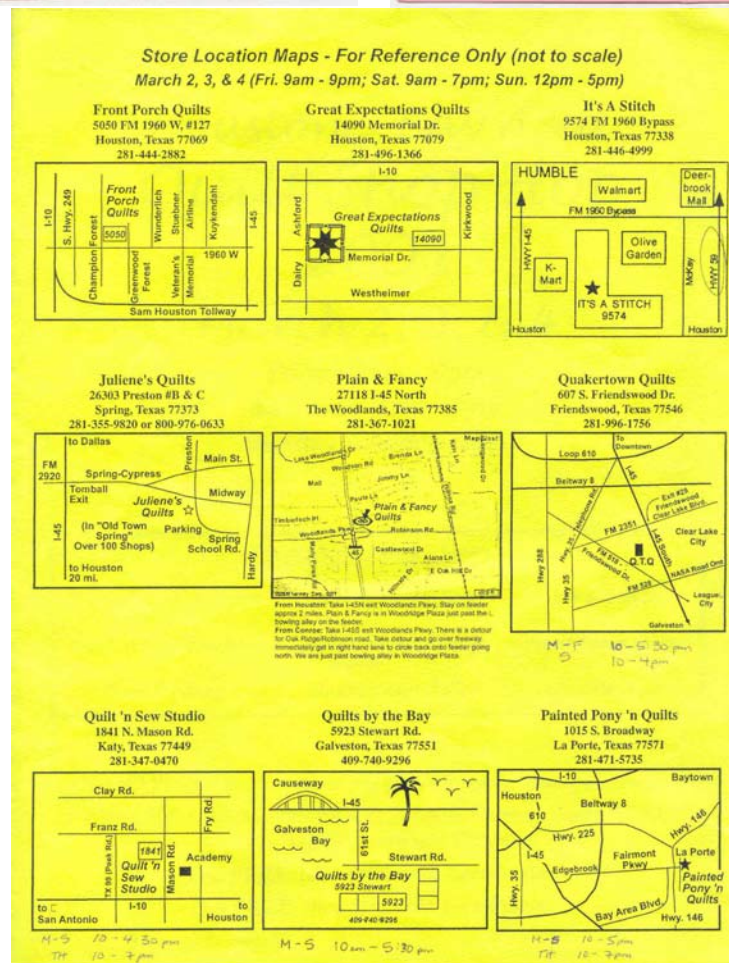
name: _____

address: _____

phone: _____

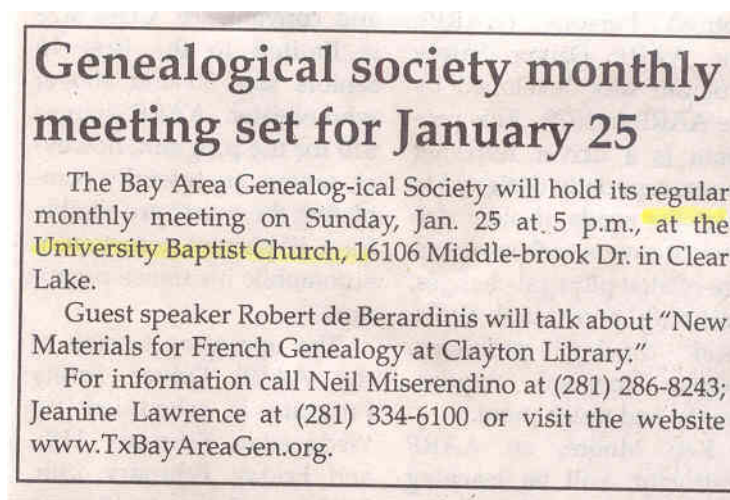
email: _____

comments: _____



Advertisement Announcing Meeting at a Local Church

This strategy brings referral prospects into your business by inviting local organizations and groups to hold their meetings in your business area. In this example, a church (churches live off of referrals) has invited the local genealogical society to hold their meetings in their church offices. There are hundreds of organizations looking for a decent place to meet in.



Sample Referral Business Opportunity Advertisement and Referral Postcard

<p>We Have Great News For Your Collections!</p> <p>Now You Can Get Paid <i>Immediately</i>, Virtually <i>Stop Broken Promises</i>, And <i>Skyrocket</i> Your Collections By 27% - 52%! </p> 	<p>Great News For Your Collections! Our Check By Phone/Fax/Internet Software Can Increase Your Collections By 27% - 52% Or More!</p> <p>YES it's true!! Our amazing software allows your business to begin accepting checks by phone/fax or internet from your debtors for pennies a day!</p> <p>Benefits of this Amazing Software:</p> <ul style="list-style-type: none"> ✓ No more "the check is in the mail" ✓ Increased collections = LARGER profits ✓ Virtually eliminate broken promises! ✓ Identify who's stalling & who isn't! ✓ 1 Year Money-Back Guarantee! <p>Get Our Free Information Kit Now! Call Our 24-Hour Free Recorded Message. Call 1-888-558-9640</p> <p>Use Ad Code: 896901g</p>	<p>The Hall Group, Inc. P.O. Box 6 Galesburg, IL 61030</p> <p>FIRST CLASS MAIL</p>  <p>INCL</p>  <p>PC-101</p>
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Working from home, I've earned over

\$20,547.00 a Month In The Software Business!

Now You Can Get Your Share of the \$185 BILLION
Software Industry From the Privacy of Your Own Home!
Make Your Own Internet and Mail-Order Fortune!

Absolutely NO Software Industry Experience Is Needed!!

"An Open Invitation To Sincere Individuals In Search Of A Legitimate, Affordable, High Income Business Opportunity Providing A Product You Can Be Proud Of To An Eager And Appreciative Clientele - WITHOUT The Common Headaches Of Most Businesses, Including Overhead, Debt, Franchisor's Restrictions, Or Employees."

Hi, my name is Ty Hall. That's me in the picture. Imagine making \$2,000.00, \$3,500.00, \$5,000.00, \$10,000.00... **over \$20,547.00 a month!** All from a business that virtually runs itself on complete "auto-pilot!"

For the last 8 years I've been doing just that, in the explosive software business! Join me in the \$185 BILLION software industry now!

I've earned over \$20,547.00 a month, just from this one software product, working about 1 hour a day, in the comfort of my home-office. Join me now!

DID YOU KNOW... There are over 22.9 MILLION existing small businesses in the U.S. and over 8,000 new businesses are started each day! That is an added 2.4 MILLION new businesses each year! I believe millions of these could use my software. My company or 1,000 other companies our size could spend years marketing to these businesses and still just scratch the surface of this GIANT market! **That's why I need your help.**

You need NO special software background or skills to be successful with this opportunity!

I'll even provide the proven marketing tools to get prospects, including a web site, if you CALL NOW. You'll have prospects request my Free Software Report and... wait for your commissions - that's it! I handle everything from there. You never, ever talk to a prospect.

You'll earn a commission each time my staff and I make a sale to these prospects. We do all of the selling for you. **PLUS, YOU'LL EARN RESIDUAL INCOME EACH TIME THEY RE-ORDER!**

Unique experience. Results may vary.
The Hall Group, Inc., 228 S High St, Galesburg, IL 61030
© Copyright 2003 The Hall Group, Inc. All rights reserved.

Here's my home. I have a 30 second commute to my home-office in my 15 room, \$800+ square foot 1893 Queen Anne Victorian home in Galesburg, Illinois. You can live the good-life, too.

I have customers who re-order \$4,500.00 + each year, and have, consistently, for 4, 5, even 6 years!

This is a business you can easily start from the comfort of your own home, full or part time. No experience is needed - we do the selling for you.

When you hear the name "Bill Gates" what do you think of? The \$35 - \$40 BILLION he is worth or how he made his money... In, you guessed it... the SOFTWARE BUSINESS?

Here's What You'll Find In This Business:

- Work from home or office!
- No selling required!
- No software experience needed!
- Awesome full support provided!
- Start full-time or part-time!
- No need to quit your job to start!
- Millions of potential clients!
- Prestigious high-income position!
- Start-up cost is under \$300!
- Product is in super-high demand!
- Successful 8 year old company!

WHAT TO DO NEXT:
Call For My Free Information Kit!
1-888-558-9647

Use Ad Code: 300
24/7 Recorded Message

Sample "School Pizza Party" Advertisement

This referral strategy gets local area teachers in grades kindergarten to 4th grade and their schools to promote a local auto dealers coloring contest for children. The catch is that the picture and the form is taken home, shown to the child's parents and then must be physically dropped off by the child (or the teacher) to the auto dealership.

Hey Kids!!! Coloring Contest

**WIN A PIZZA PARTY!**

For Your Classroom

For Grades K thru 4th Only

Enter By 1/31/04



Child's Grade: _____

Teacher's Name: _____

School Phone: _____

Child's First Name: _____

Simply have your students color the picture to the right. Then drop the picture and a completed entry form to any Gulf Coast Autopark Dealership before Sat., Jan. 31, 2004. A winner will be selected at random on Mon., February 2, 2004. Winner's teacher will be notified by phone.



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