

# The **Advanced Sales Action Plan**

*Powerful Systems to Attract, Educate, Sell and Delight Your Customers... **ASAP***

## **The Essential Referral Marketing System Video Slide Summary**



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# ***The Essential Referral Marketing System Video Slide Summary***

**By David Carleton**

Welcome to The Essential Referral Marketing System Video Program. Referrals are the number one marketing method that small businesses use to attract and convert new customers and clients. Unfortunately, until now, there hasn't been a comprehensive program that not only explains a wide variety of referral systems, but also shows you how actual businesses are using them.

The Essential Referral Marketing System Video Program is designed to be watched on your computer system. The program is made up of video presentations explaining how each referral system works and graphics depicting, in most cases, actual samples of tools that are used to implement the system. These tools include postcards, tickets, referral cards, letters, advertisements, flyers and various other marketing collateral used to make the referral system work.

## **VIDEO START UP INSTRUCTIONS**

You can either watch the videos live on the download page and/or just download them on your computer and watch them at your leisure. If you download them, they should open up automatically using Windows Media Video. A screen may come right up and ask you if you want to play the Windows Media File. Answer "Yes" and the video should start playing in Window Media Player. If you'd like to watch it in **Full Screen mode** (recommended) simply select "Alt-Enter."

If the video doesn't start right up in Windows Media Player or if it doesn't recognize the file format, it will ask you to select the program you want to use to play the file. It will either ask you to select the program from a list provided or ask you to browse your programs to select the program you want. In either case, just select Windows Media Video and the videos should start playing.

## **HOW TO GET THE MOST FROM THE PROGRAM**

Here's how I suggest you go through this program to get the most from it:

**Step 1** – Watch the "Introduction" section on Volume 1. Take some time create your own list of complimentary businesses. Do this by first listing the category (or type) of complimentary businesses you could partner with. Remember to list all the categories of businesses that market to your specific target customer profile. Then list the ***actual*** businesses in your industry (if you market nationally) or locally for each business category. Once you've created this list you'll find it much easier to adapt the ideas in "The Essential Referral Marketing System Video Program" to your specific business.

**Step 2** – Have your Video Slide Summary Manual handy so that you can review the referral system and take notes while watching the videos. Watch each referral system presentation and listen carefully to the explanation of each referral system. While watching and listening to the explanations feel free to take notes in the space provided in your manual.

**Step 3** – Stop the video at the end of each referral explanation and ask yourself this one question...

***“HOW CAN I ADAPT OR MODIFY THIS REFERRAL SYSTEM FOR MY BUSINESS?”***

This is the key to making The Essential Referral Marketing System program work for YOU. The overwhelming common remark that I always hear is... *“Great, this referral system works for that business but it won’t work for me.”*

I cringe when I hear this statement because it’s not true. In fact, most of the referral systems in this program will work for **most** businesses. You just need to think creatively and tweak or modify the referral system to work for your business. When you view referral system number 1, “Sin City,” you’ll see how a referral system that was working for Vegas casinos and applied it to hot tub retailing and pool construction business. **THINK OUT OF THE BOX!**

**Step 4** – List all the referral systems that you think might work for you and prioritize them starting at the “simplest and least costly to implement” to the “most difficult and most expensive to implement.” This will help you creating a plan for where you want to start channeling your efforts.

**Step 5** – Start testing each referral system one by one. Continue to modify the referral strategy so that it continues to work better and better for your business. Once you have one referral system working with one complimentary business partner then go and get another partner using the results from the first partner to sell your idea. Keep adding referral partners for the strategy that’s working. Then move on to the next referral strategy.

Eventually you’ll create a Referral Wheel like I’ve described in the Introduction video and you’ll never have a problem getting new customers and clients ever again!

**PLEASE TELL YOUR FRIENDS ABOUT THIS PROGRAM!**

Thank you for trusting me enough to purchase this important program. If you’ve enjoyed the information in this program and if it has helped you to improve your business will you do me a favor? **Will you take the time to let your friends and associates know about this breakthrough program?**

Thank you so much and have a profitable day!

*David Carleton*

## *Volume 1*

Introduction	2. Dollar Days	5. YMCA
Referral Concepts	3. X-Box	6. Marketing Advice
1. Sin City	4. Drop Box	

## *Volume 2*

7. Secret Code	14. Simply Say Thanks	21. Appeal To The Crowd
8. Hello Neighbor	15. Share My Mail	22. Fundraiser Donation
9. Select Your Prize	16. Free Gift	23. The \$1 Million Idea
10. Haircut	17. JV Referral Board	24. Wax On/Wax Off
11. Pizza Surprise	18. Give To Charity	
12. In The News	19. Mass Appeal	
13. You Gotta Read This	20. Show Me Your Card	

## *Volume 3*

25. Fortune Teller	31. Everyone's a Winner	37. In The News
26. Team 100	32. Friendly Bill	38. My Little Black Book
27. Be A Winner	33. Swap Meet	39. 80/20 Rule
28. Hook 'Em	34. Business Opportunity	40. Board of Advisors
29. FSI	35. Party Time!	
30. Friendly Reminder	36. Dinner's On Me	

## *Volume 4*

41. Loss Leader	49. Buying Power	57. Natural Referrals
42. Storyboard	50. Mazatlan	58. Postcard Referrals
43. E-Mail Post Script	51. Show Business	59. Instant Gratification
44. My Space	52. Walking Billboards	60 Insider Tips
45. Free Lecture Night	53. Provide the Space	61. Let Members Talk
46. Tiny Tunes	54. Win A Pizza	62. Door To Door
47. Sponsor A Contest	55. Employee Discount Card	
48. Shop Till You Drop	56. The Right People	

## *Volume 5*

63. It's Who You Know	70. Rainmakers	77. Best Deals
64. Buying Group	71. Private Label	78. Corporate Best Friends
65. Passionate People	72. Model Profits	79. Factory Tour
66. Purple Cow	73. Office Suites	80. Exchange System
67. Bring a Friend	74. Talking Renters	81. Human Resources
68. Sponsor My Seminar	75. Internet Gossip	
69. If You Phone, They Will Come	76. Rave Reviews	

## *Volume 6*

82. PR Leads Service	88. Referral Rewards	94. Love Me
83. Price Shoppers	89. Get Malled	95. Wall Of Fame
84. It's A Dog's Life	90. Sick Bag	96. Fishers Nuts
85. Money Back	91. The Limo Ride	97. Drop-Off Center
86. Family Portrait	92. Endorsement Referrals	98. Cruise Night
87. Kids reading Program	93. Thanks For Listening	99. Kids Eat Free