



Referral Marketing Tips

- Effective referral marketing requires a system and plan - referrals don't happen by chance.
- Don't assume your referral sources know everything about your business - educate them.
- You must deliver exceptional customer service in order to gain referrals.
- Show your referral sources how it is a win-win situation because you can "help them help their clients".



Some of the North Star team with a referred client, Dr. Leonard.

The Power of Referrals

Ninety percent of our business comes from referrals. That is a powerful statistic. We know this and spend time building our relationships with our referral sources of clients, business alliances, vendors, friends and even our families. We know not everyone needs marketing, but we are sure everyone knows people who would like to grow their businesses.

The biggest challenges with referral sources are: will they remember you when they get asked to refer someone; and do they know what your company can do so they can refer you? Staying in front of your referral sources consistently and frequently is the answer. At North Star, we currently send notepads at least quarterly with a marketing theme that stays on their desk so they will remember us. But notepads are not the miracle marketing tool - it could be a variety of things. Use your imagination, have fun and nurture these relationships - the results can be powerful.

Happy Marketing,

April Williams McCrory

**NSM Friday Afternoon
E-Mail Survey Says...**

Over half of respondents say that 75% or more of their business comes from referrals and 100% have referred others to a business.

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For the love of marketing, when was the last time you asked for a referral?

If you haven't guessed already, this edition of the World's Smallest Newsletter™ is all about referrals. If you've never tried referral marketing, just think about how effective it could be in growing your business. The key to referral marketing is relationships. People tend to give referrals to those they like and trust. Before you start "blindly" asking for referrals, keep in mind that referral marketing needs to be well-planned in order to be effective. Planning ahead could help you become a more powerful new prospector while keeping you "in check" with clients and other referral sources.

Visit www.fortheloveofmarketing.com today to sign up for a free For the Love of Marketing notepad and North Star's Friday Afternoon E-mail Survey.

Until next time -

Jackie Hennessey
Chief Visibility Officer

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