

Referral Strategies

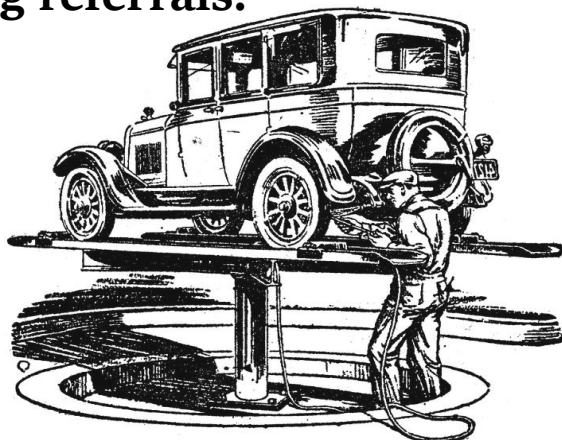


26 Gambits That Are More Fun
— and Less **TRAUMATIC** —
Than Cold Calling

Jerry Hocutt

AD YOUR[↑] HERE

Referral Strategies is free to you to give to anyone you like. If you know or work with entrepreneurs, business owners and salespeople, give them a copy of this book and show them how to **take the mystery out of getting referrals.**

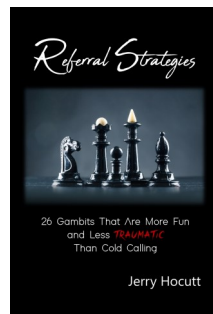
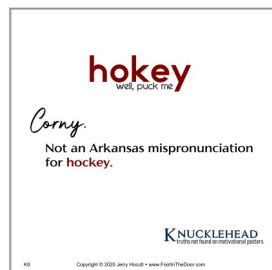
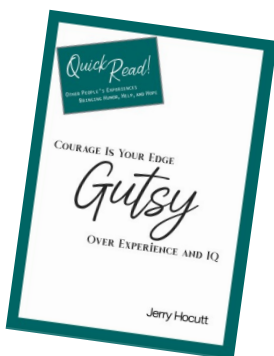
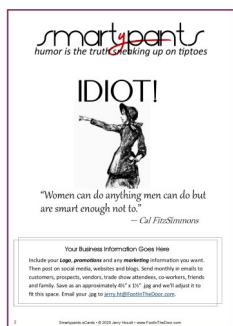
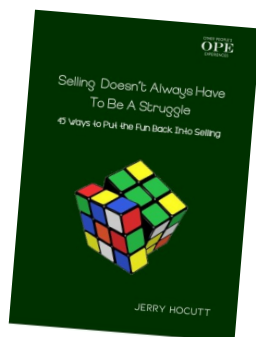
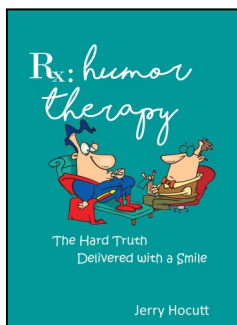
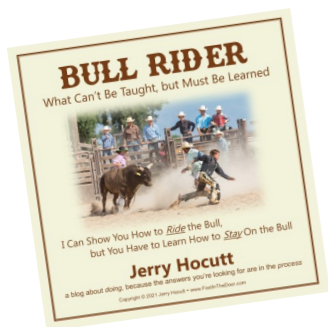


Include your free 6x9 ad on this page and give away copies to everyone you network with, on your social media, in your emails, through your podcasts, in your newsletters and blogs, and on your website. See pages 77-88 for details.

SALES TOOLS

for Entrepreneurs & Salespeople

Digital sales tools that get everyone in your company – sales, service, marketing, management, executives, administration – to use their social media, blogs, newsletters, websites and emails to increase referrals, increase customer retention, and promote your services and products.



Jerry Hocutt's

www.FootInTheDoor.com

Referral Strategies



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Chugwater Publishing

Referral Strategies: 26 Gambits That Are More Fun – and Less Traumatic – Than Cold Calling

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gambit, noun

1. a chess opening in which a player risks one or more pawns or a minor piece to gain an advantage in position
2. a remark intended to start a conversation or make a telling point
3. a calculated move

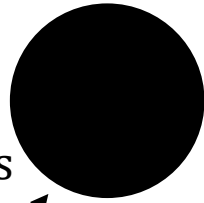
– *Merriam-Webster Dictionary*

Introduction

Referrals.

The best way to get business

(period)



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The Dead Cat Strategy

*“No matter what the conversation
at a dinner party was about,*

*if you threw a dead cat on the
table*

*people started talking about the
dead cat.”*

– Lynton Crosby,
Australian political consultant

Two Prerequisites for Getting Referrals

prerequisite, n.

Something that is *necessary* to an end or to the carrying out of a function.

—Merriam-Webster

1. You need to *get access to the people your people know* so that when they're talking about what you do or sell they'll think of you first. Girard's Law of 250 will show that the people you know best easily know **62,250** others they can refer to you.
2. You need a system to get the people you know to get you those referrals. This is that system.

10 Brutal Truths About Getting Referrals

1. There are no secrets for getting referrals. But it's also no mystery. Referrals have to be courted and earned.
2. Management's second most frustrating question: "Why didn't you ask for referrals?" (The first? "Why didn't you ask for the order?")
3. Customers never think about giving you referrals. Referrals are triggered unintentionally when they're talking with their friends about your service or product and they recall your name. If they can.
4. Companies can't teach their salespeople how to get referrals. Because they don't know how to either. They have no strategies to leverage their database of customers, vendors, networkers, trade show visitors, co-workers, friends and family to get referrals.

5. With today's available technology executives, management, sales, service, and administration are not pulling their weight to find referrals.
6. Ghosts don't get referrals. If you take your contract and vanish, how can they find you? Why should they give them to you?
7. Rarely do referrals come from a direct ask: "Who can you give me a referral to?" As you'll see, Joe Girard, Robert Cialdini, and Dr. Nalini Ambady find that referrals come from trust, likeability and multiple contacts.
8. Others in your company can be detrimental to you getting referrals. Not fair, but true.
9. People you network with aren't potential customers. Treat them as such and they'll avoid you. They are good referral sources, however.
10. Your co-workers will get your customers' referrals instead of you because you've lost contact.

Hard truths. But here are twenty-six easy solutions.

Joe Girard, the Godfather of Referrals

In the forty-plus years I've been in sales, I've seen only one referral program and one customer retention program. Both by Joe Girard and described in his best seller *How to Sell Anything to Anybody*. Joe was the *Guinness Book of World Records* number one car salesperson in the world for four consecutive years.

As a salesman at the then Fortune 1000 McCaw Communications in Seattle, I modified his "bird dog kit" program and his "I like you" cards program to lead the nation for all four years in new business found through referrals.* As the decades have passed, I've created different referral programs based upon his principles married to the development of the newest technologies.

Girard's Law of 250

Joe's research found that every person knows 250 people well enough to invite to their wedding or to their funeral. *Psychology Today* verified his finding. That, he said, means that each of the 250 people you know, know 250 you don't know. Thus, $250 \times 250 = 62,500$. Put another way, that's another 62,250 more people you don't know who should know about you.



And Joe was operating before there was social media. Today, your contacts may have hundreds, if not thousands, of followers who can see your messages and pass them on. This gives you unprecedented leverage for getting referrals.

Joe didn't want to sell his customers a new car every year. That was impractical. What he wanted was *access to their contacts*. And the best way to get that access was to make sure they liked him and remembered him every month. He only needed to give them a reason to remember him and talk about him every month. The card was his answer.

Sell Yourself, Sell the Relationship

Joe mailed 13,000 cards to every customer *every* month with the same message: "I like you. Joe Girard. Merollis Chevrolet." Do the math: 13,000 cards x 250 friends each customer knows = ?

No trying to sell a new car. No promotions. Not even asking for referrals or repeat business. Just, "I like you. Joe Girard."

People liked him back. Remembered him. Bought from him again and again. Gave him referrals.

Joe knew that if you're going to have frequent contact with customers, they don't want to be seen as a mark because you have something to sell. It turns them

off. Joe kept it simple. Sell yourself. Sell the relationship. Sales will follow.

“You Gotta Talk with Joe!”

The reason Joe sent a card every month was strategic. He knew that even though you bought from him last month, you wouldn't be in the market again for several more years. But...

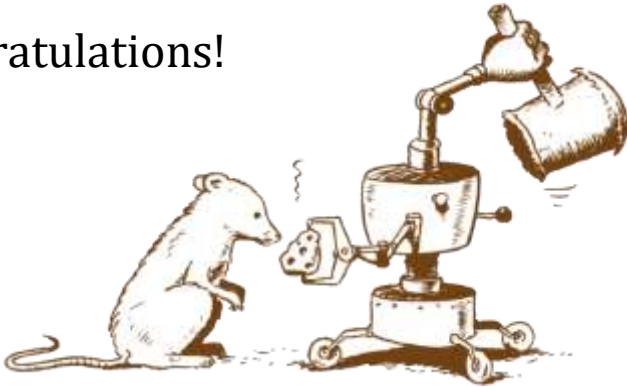
But he knew that each person knew 250 people he didn't. And when the subject of new cars came up between friends, he wanted his name to be the first recalled. “He's crazy! I get a card from him every month. He really likes me!”

*I was the number one salesperson in the nation for our division at McCaw for three years and also led the nation in new business found through cold calling every year. Which led me to create my national *Cold Calling for Cowards* seminars (book of the same title on Amazon if you dare go there) that we conducted for twenty years and where I shared my referral programs.

Which in turn encouraged me to keep perfecting referral programs because I know how much people hate to cold call and to be cold called. Besides, a referred lead from a friend is 50% sold before you show up and they're more likely to take and return your calls, and open your emails.

You Have a Better Mousetrap

Congratulations!



If the world isn't beating a path to your door, and you're tired of waiting to be discovered, these referral strategies will get others to help promote you and your services and products. It's not complicated. In fact, ItsALittleFunny.

No More Whining, No More Excuses



Choose one:

1. Salesperson's lament: "I could sell to anyone, if I could just get in front of them first."
2. Entrepreneur's and professional's lament: "I've got no clue for how to find new business."
3. Teen's lament: "What's a really crazy, outlandish thing can I do to get more TikTok views?"

This book will help you on #1 and #2.
You're on your own on #3.

It's Hard to Get Referrals in Witness Protection

Too many providers seem to go underground once the product is delivered or the service rendered.

Think of your last ten major purchases (car, house, furniture, appliance, landscaping, office equipment, home improvement). What about professional services? How about a party or wedding planner? What about the sales manager at the hotel or convention center where you held your company or private event?

Can you name the ten people you did the business with? Have they contacted you even once after the sale? After one week? One month? One year? Do they even know your name? Do you know others you could refer to them but didn't? In fact, are they even still there?

I've had the same car insurance company for the past five decades. I'm still with them not because of my agent, but because I have some unusually unbeatable rates and benefits because of my longevity.

I haven't seen or talked with my current agent but once in the last forty years (yes, he's still there). He knows I'm locked into my plan. But what he and his company overlook are the referrals I could have given them. As a national speaker I've been in front of hundreds of thousands of people at home and across America I could have referred to them. But didn't.

You have to keep in contact to let your customers and clients know you haven't gone off the grid, you continue to appreciate their business and referrals, that you're still with your

company, that you're here for them, and that no hit men are after you.

Besides, they may have been thinking about buying more of what you sell and your timing is a perfect reminder. Either that, or they've been talking with a friend or co-worker who needs what you sell and they can't even remember your name.

One thing you can take to the bank: Your customers and clients have more contact with your competitors than with you. What are you thinking? Quit leaving sales and money on the table.

Two Ways These Referral Strategies Work

These strategies work whether you use them as *recurring* contacts or as a *just-this-once* contact.

Recurring Contacts

Recurring contacts can be your customer and prospect base. Those you network with. Former schoolmates you're in frequent contact with. Members of your church or synagogue. Your service club. Professional and volunteer organizations. Your sports buddies. Co-workers.

Except for your customers and prospects, you're not looking to do business with them. They likely don't need what you have; and you don't want to put any pressure on them.

What you want is access to the people they know! They know hundreds of people you don't who can *someday* use what you sell or provide. You want to stay in

constant contact because you want your name on the tip of their tongue when that someday arrives.

At least once a month contact your different lists. Let them know you're thinking of them and that they're important to you. Strengthen your relationships. Keeping in touch demonstrates your accessibility and willingness to help when they need you.



Thought all my fellow Toastmasters might get a kick out of this. Tracy Conner, Uptown Realty, Seattle, WA, 206-555-1234, www.SeaUptownRealty.com.

With your business customers you'll see that customer retention increases (i.e. you keep your competitors at bay), pathways open to introduce new services and products, and they'll remember you when talking with their friends about the products you sell and services you provide. Just some of the things it takes to increase sales and referrals.

Just-This-Once Contacts

Many interactions may be a one-time-only event. It may be someone you meet at a trade show. Maybe it's someone you meet on a business trip, the plane or on a cruise. How about a vendor you see only once a year? What about the attorney you meet at your daughter's soccer tournament?

It doesn't matter. They all know people you don't. People they could refer to you even though they're not in the market themselves. (See the chapter Joe Girard, the Godfather of Referrals.)

The objective is to give you a face, to humanize you, and to give your new friend

a “hook” to remember you and pass your message on. It’s like someone posting their latest cat video hoping it’ll go viral. Except these referral strategies don’t require you to master YouTube, no cats are humiliated and they’ll actually get you referrals.



Hi Ray – Just wanted to say I enjoyed our conversation on the flight to Boston and glad we had the chance to meet. Nelda Bright, Nelson National Communications, Dallas, TX, 214-555-5678, www.NNComm.com.

Section I

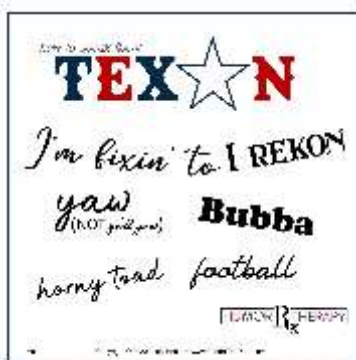
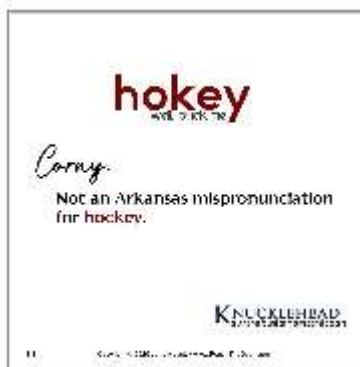
ItsAlittleFunny Strategies

ItsAlittleFunny digital products
available at www.FootInTheDoor.com

ItsAlittleFunny

This is a digital referral program using ItsAlittleFunny that you can post on any of your online platforms and send in your emails.

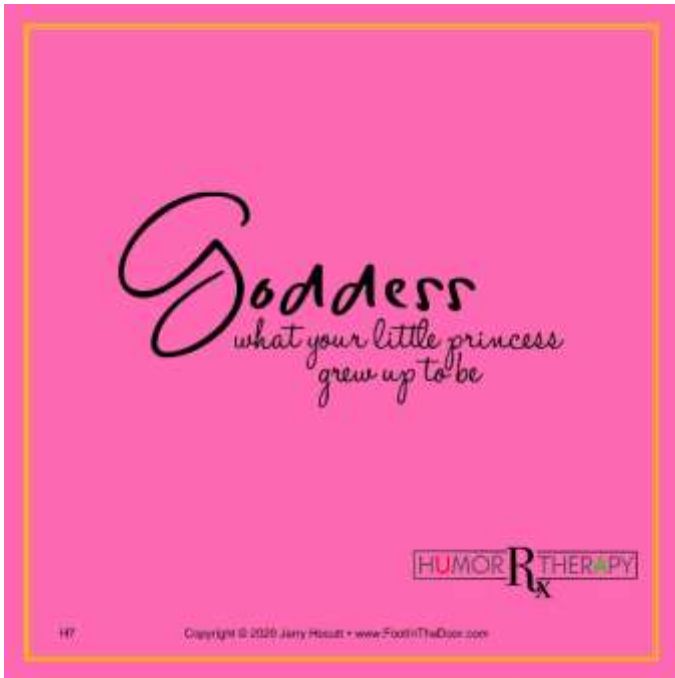
What is ItsAlittleFunny? Truth in humor. Like this.



Why Use Humor?

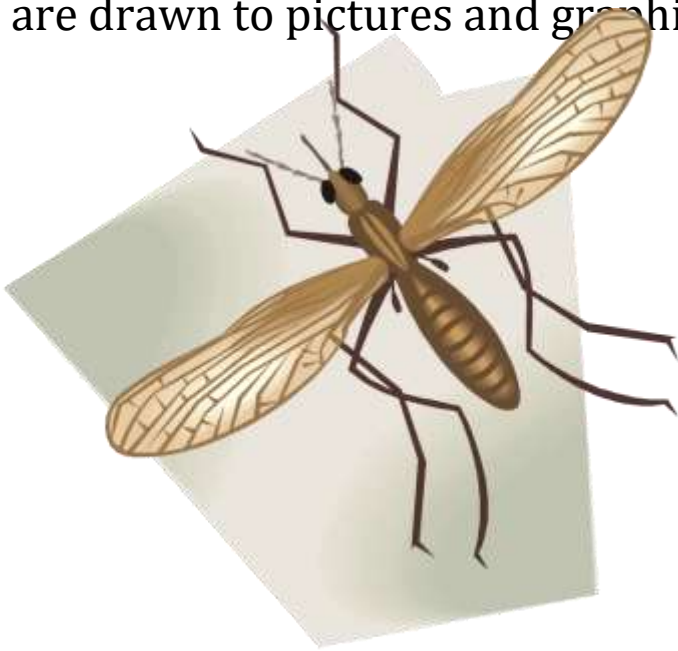
“Humor can be marvelously therapeutic. It can deflate without destroying; it can instruct while it entertains; it saves us from our pretensions; and it provides an outlet for feelings that expressed another way would be corrosive.”

– *George Vaillant*



Why Does ItsAlittleFunny Work?

Because there's truth in humor. Because eyes are drawn to pictures and graphics.



That, and people have the attention span of a gnat.

How to Get Every Employee Involved in Business Development

Remember Girard's Law of 250. Everyone in your company – sales, service, marketing, management, executives, administration – can personalize ItsALittleFunny with their social media and emails to increase your customer retention, increase your referrals, and promote your services and products.

Send ItsALittleFunny to customers, prospects, social media followers, networkers, vendors, trade show visitors, co-workers, friends and family. There is no limit.

Social Media Strategies

Facebook Strategy

Whether you're a prolific or occasional poster, a business or individual, once or twice a month post ItsALittleFunny on your site. They'll be entertaining and get people to keep coming back as well as talking and telling others about you.



Instagram Strategy

Your objective is to get your message seen and liked by your recipients' followers, and to get those followers to forward your message to their followers. You want to send two messages per month. The first has only your contact information in the text box.



Steve Wazzu, Chugwater Financial, 403.555.1234, 1400 Marigold Av, Boston, MA, steve@cf.com, www.chugwaterfinancial.com.

Your second message includes your contact information, but you add an elevator pitch, a promotion, or the introduction of new services or products. Whatever you add, keep it to twenty-five words or less.



Steve Wazzu, Chugwater Financial, 403.555.1234, 1400 Marigold Av, Boston, MA, steve@cf.com, www.chugwaterfinancial.com. Free introduction to investments for beginners at Cambridge Marriott, Saturday, March 27, 9am-noon. Sign up at our web-site today.

Twitter Strategy

Include ItsALittleFunny or simply a link to your website or blog where they can see more as you post them. Give people a rea-son to build a relationship with you.

MOMMY, MOMMY WATCH THIS!

“Raising an infant is like being on suicide watch for the first three years.”
— Michael J. Fox

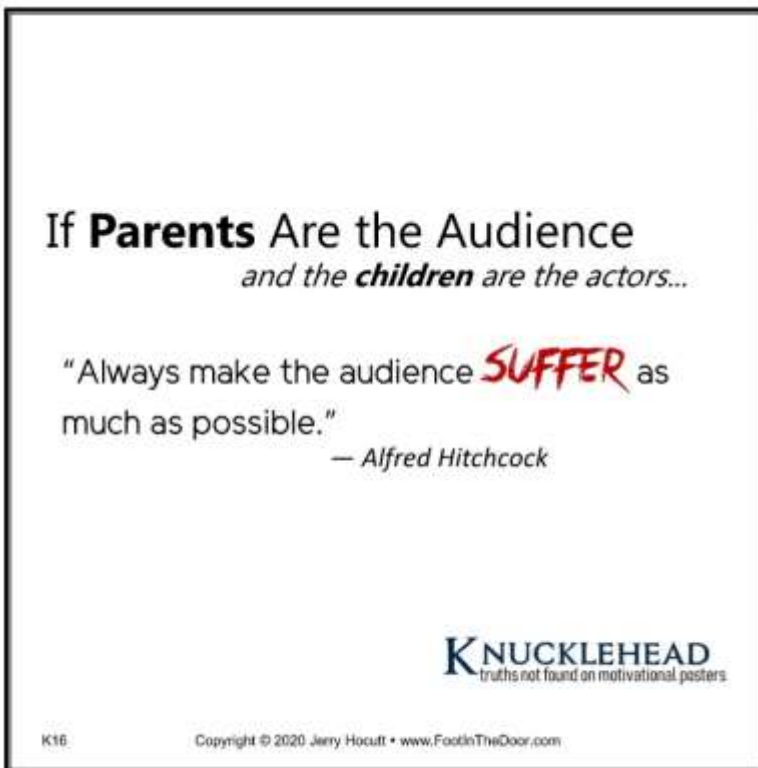


smart pants
humor is the truth *sticking up on tiptoes*

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LinkedIn Strategy

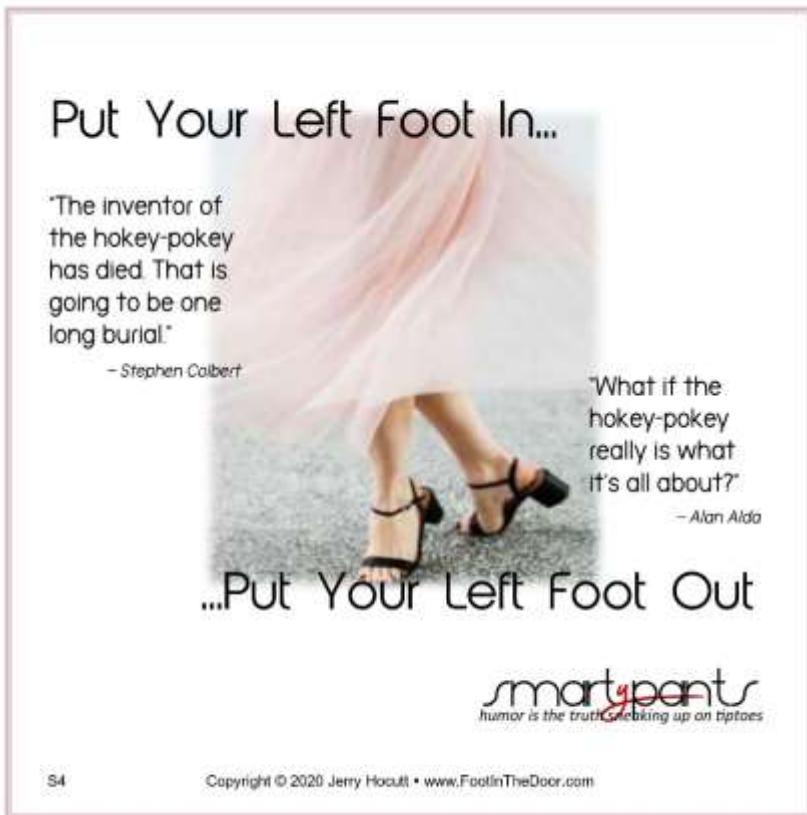
Enough about yourself. Entertain me. Include ItsALittleFunny or two each month to “soft-sell” yourself and have people want to follow you for a little fun. And with a collection of them on your LinkedIn they’ll scroll through your site and stay a little longer.



Newsletter and Blog Strategies

Newsletter Strategy


Tired of hunting for new content? Of writing, editing, and re-writing it? Whether you're using Constant Contact, MailChimp, or your own custom newsletter, it's always a challenge to come up with new content. ItsALittleFunny is a great filler.



Blog Strategy

Use ItsALittleFunny like media and magazines use editorial cartoons or comics to give readers a break from the text and keep them involved and interested.

Why You Blew Milk Out Your Nose



**"HUMOR IS WHAT HAPPENS WHEN WE'RE TOLD THE TRUTH QUICKER
AND MORE DIRECTLY THAN WE'RE USED TO."**

— *George Saunders*

smart pants
humor is the truth *leaking up on tiptoes*

S45

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Email Strategies

Just Touching Base Strategy

Like Joe Girard’s “I like you” cards, once or twice a month send customers, prospects, vendors, friends and family ItsALittle-Funny.

smartypants
humor is the truth sneaking up on tiptoes


IDIOT!



“Women can do anything men can do but
are smart enough not to.”
— Cal FitzSimmons

THIS SPACE IS YOURS

Personalize your own Smartypants eCards with your logo,
promotions, and elevator pitch • Increase referrals • Post on
social media, emails, websites, blogs, and newsletters

FOOT  DOOR
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Smartypants eCards • © 2020 Jerry Houtt • www.FootInTheDoor.com

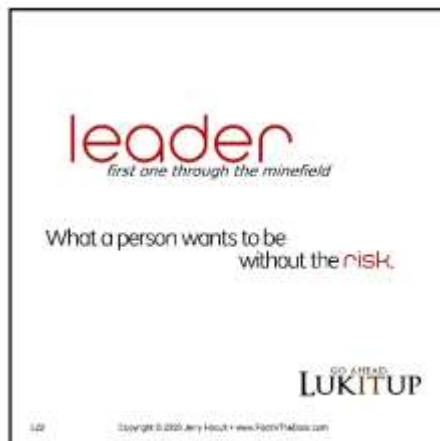
Signature Lines Strategy

Everyone in your company should be looking for referrals and promoting your business: sales, service, management, executives, administration. They should all have a signature line for this month's ItsALittleFunny.

Meredith Steen

CEO

Return this email with "Funny" on the subject line and I'll occasionally send you ItsALittleFunny like this to make your day



Service Department Strategies

Service Counter Strategy

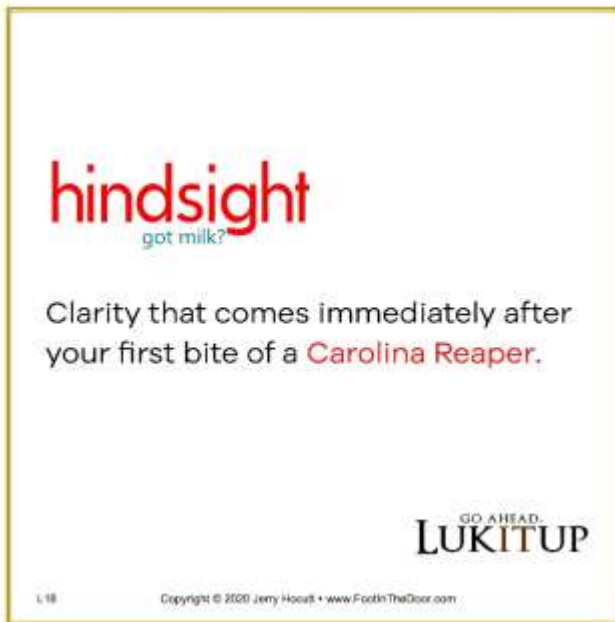
Print out ItsALittleFunny and put on your service counter to encourage people to follow you on social media.



Follow us on Instagram and twice a month we'll send you ItsALittleFunny just to remind you we're always here when you need us.

Service Follow-Up Strategy

Get your service department involved in promoting your business that increases customer retention and gets referrals. After finishing a service call, have them send a thank you email.



Just wanted follow-up and thank you for your business and continued support. Also, here's ItsAlittleFunny that might hit home.

Office Strategy

Waiting Room Strategy

While your appointments are cooling their heels, strategically place ItsALittleFunny or two or three in several areas to pique their curiosity and encourage them to follow you on social media.



We're excited you're here and would always like to stay in touch. Follow us on Instagram or Twitter and twice a month we'll drop you ItsALittleFunny.

Networking Strategies

Networking Functions Strategy

At each meeting give ItsALittleFunny to members. As you introduce yourself ask them to either follow you on social media, or give you their email address and you'll add them to your contact list.



I promise not to try and sell you anything (unless you want me to). I'd like to send you ItsALittleFunny occasionally to remember me by when talking with your friends about what I sell and hope you'll mention my name.

Networking Follow-Up Strategy

Always follow-up by email with those you talk with at your networking functions.



Just wanted to touch base after our conversation and let you know I'm here if you ever have questions. And if you want me to send you ItsALittle-Funny like this once a month, simply return this email and I'll add you to my list.

Trade Show Strategies

Trade Show Booth Strategy

To capture visitors' information, print out ItsALittleFunny or two and have several laying around your booth. Tell the looky-loos you'll download some from your tablet or phone now so they can show to their co-workers and have some fun while at the show.

Making a List...



"No matter how old a mother is, she still watches her middle-aged children for signs of improvement."
— Florida Scott-Maxwell

smart pants
humor is the truth *stepping* up on tiptoes

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Trade Show Follow-Up Strategy

The problem with most trade show vendors? They never follow-up. Now you have a reason to get back with those you met. Guarantee: They'll remember you when you send ItsALittleFunny follow-up.



Thanks for stopping by our booth. I appreciated your questions. I'll give you a call next week, but thought you'd like ItsALittleFunny to remember me by until then.

Appointment Reminder Strategies

Zoom Strategy

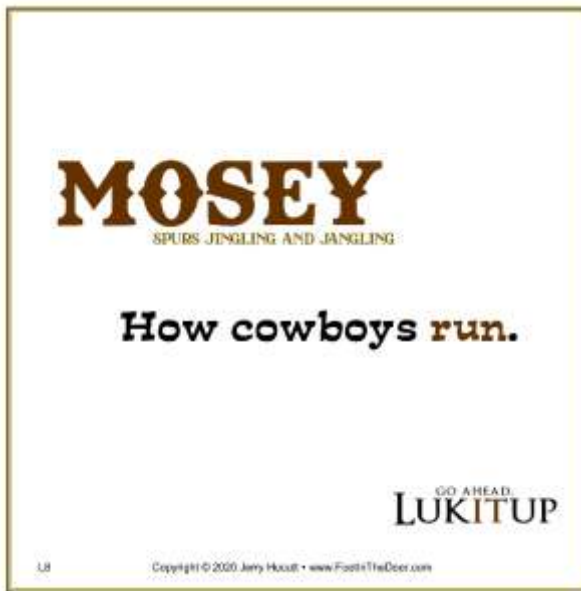
Remember whether family, friend or co-worker they know hundreds of people you don't who could buy what you sell. (They may even be married to or dating one).



Hey Gang! ItsAlittleFunny to remind you of our Zoomfest tonight at 7pm.

I'm On the Way Strategy

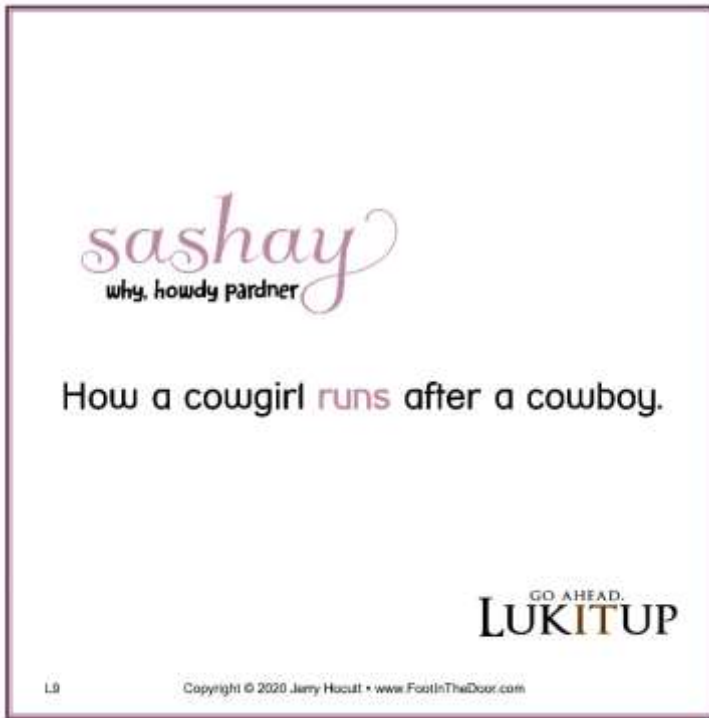
Whether you're flying, driving, motorcycling, pedaling, running, walking, phoning, zooming or hollering across the holler you don't want to waste your time by others forgetting your appointment. Send an email reminder.



Hi Jen. ItsAlittleFunny reminder of our appointment, Thursday, April 1 (no foolin'), at 11 a.m. I'll be there with spurs on.

Confirmation Strategy

Confirming appointments gives you another chance to get something in front of friends that they'll hopefully forward on.



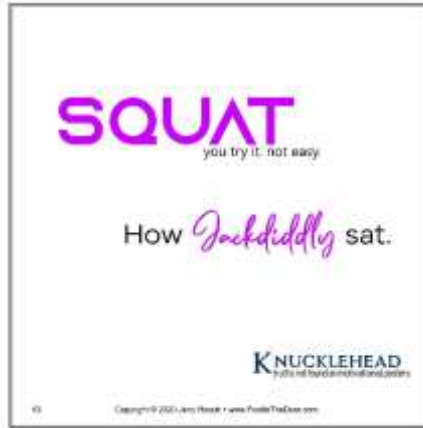
*Thanks for the reminder Jake. And
ItsAlittleFunny that I wouldn't miss it
for all the horses in the OK Corral!*

Sponsorships Strategy

Do you participate in events where you seek sponsors to donate for your favorite cause? Often, they forget when the event is to take place. Email them two reminders. (They all may not be social media mavens like you who follow others.) One, to remind them the event is soon. The second, immediately after the event to gently remind them to send their donation.

What makes this work is that once they see ItsALittleFunny they'll always remember getting it...and why.

Remember, one of your goals is to send them information that they'll want to pass on to their friends, and ItsALittleFunny always gets forwarded.



Hey Gang! Can't wait for our Beat the Bridge Run you're helping sponsor me for this weekend. I'll let you know if I did ☺



Whew! It was close. I just got across as they were raising the bridge. Thanks again for helping me raise \$1500 for the SPCA!

Fundraising Strategy

Whether you're a school, church, charity, service club, or any organization that has fundraisers, send ItsALittleFunny often to keep reminding donors of the drive and to keep them aware of how close the goal is to being reached.



Hi Folks! Here's our weekly fundraising update. We're 80% to our goal with \$30,185 raised for our students' scholarships. Keep up the good work!

Charities Strategy

If your church, hospital, charity, or organization is having their annual drive or looking for donations, send ItsALittleFunny to all your members.



Donate your goods to the Habitat for Humanity ReStore to clear your clutter. Find your local ReStore near you to make a donation today!

Community Service Strategy

If your company participates in community service, send your team reminders.

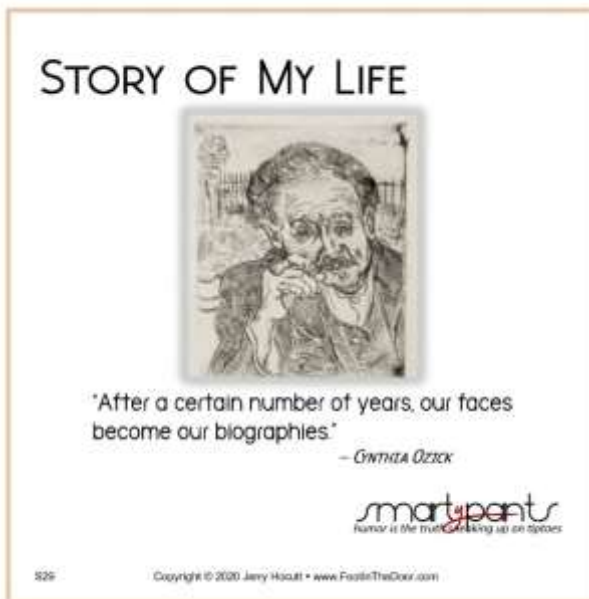


It's that time again gang. Get your orange vests, gloves and hardhats on for our spring Adopt-a-Highway event this Saturday. See you at Mile-post 81 on I-405 at 9 a.m.

Customer Base Strategies

Monthly Contest Strategy

Turn your customer base into followers by having a monthly drawing. Send them an email announcing each month's contest and prize. Then announce on your platforms the winner, thus setting up multiple contacts to increase customer retention in order to introduce new services and products and increase referrals.

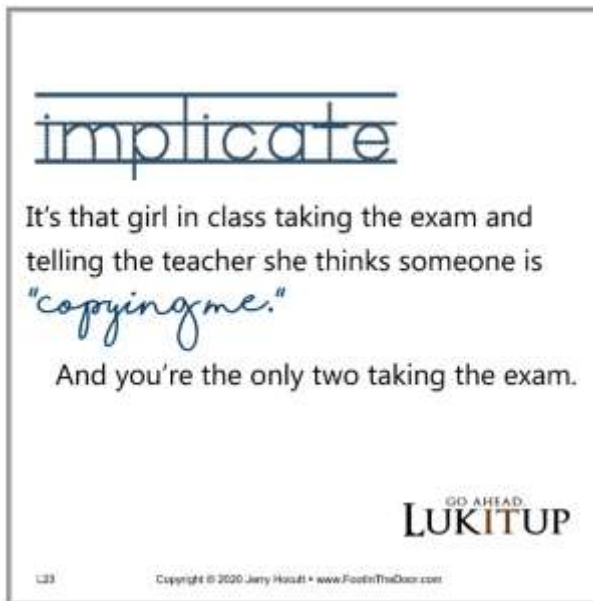


*A monthly drawing for our customers.
Follow us on Twitter, Instagram or
Facebook and we'll automatically*

enter you to win. No need to re-enter each month because once you follow us, you're always eligible. We'll post ItsALittleFunny like this at the first of the month to announce the prize, and a second one at the end of the month to announce the winner.

Referral Reward Strategy

Reward your customers for their referrals. Send an email to introduce the program. Where there is money involved in a referral, psychologists have found that no one will refer someone for less than \$20. The dollars and discounts are up to you.



We're excited to introduce our new Referral Reward program. When you give us a referral of a new customer who buys at least \$200 of goods from us, we'll credit your account \$50 and

give your friend 10% off their first purchase.

In order to make sure you receive credit, send your friend this email with ItsALittleFunny included. Have your friend forward this same email back to us for the reward and discount while holding the chain intact to show it came from you.

This offer is good until December 31, 2021.

The Website Strategy

Make your website more than a passive information destination. Use it to gather information on your visitors to build your customer database. Post ItsALittleFunny on your homepage with a form to collect their information.

*Subscribe free to ItsALittleFunny
and we'll email you a new one
twice a month to lighten the load.*

smartypants
humor is the truth ~~sneaking~~ up on tiptoes

BRAIN DEAD



The second organ pronounced dead after your numb butt from sitting at your desk all day.

THIS SPACE IS YOURS

Personalize your own AllittleFunny SmartyPants graphic with your logo, promotions, and elevator pitch Post on social media, emails, websites, blogs, and newsletters



www.TheColorfulQuillPen.com

5A

Smartypants eCards • © 2020 Jerry Hocutt • www.FootInTheDoor.com

Name

Email

Title

Company Name

City, State

Section II

Cross-Promotion Strategy

Cross-Promotion digital products available at
www.FootInTheDoor.com

The World's First Cross-Promotion Strategy No One Else Has*

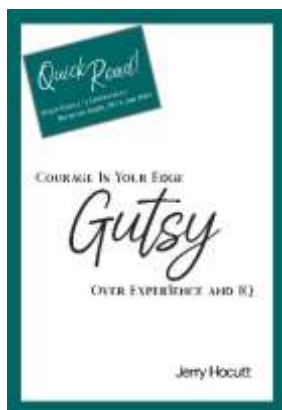
This is a melding of two techniques I've employed for years.

The first was an idea that was given to me during one of my Dallas seminar breaks by the top saleswoman with her company. She said this was their most successful technique for getting appointments and sales.

They buy hundreds of Spencer Johnson's book *Who Moved My Cheese?* from the publisher and send them to principals with this note: "This book tells the importance of change. Only takes an hour to read. I'll call next week and see what you think."

She said everyone likes a free gift, it gets their foot in the door, and their calls are always taken. Their strategy has led to record breaking sales.

The second is a proven strategy from Jeff Slutsky I've used forever and is detailed in his book *Streetfighting: Low Cost Advertising/Promotions for Your Business*. For the first time, I've adapted it to use with some of my ebooks I'm **giving to you**.



In a nutshell, I'll give you some of my selected ebooks for **free** that you can pass on to anyone you like. There

is no limit. They're written for the general public. The cross-promotion works like this:

1. Email me your full-page ad you want placed in any of the available books. See the chapter "Ad Requirements" for ad specifications. See our website for current ebook selections you can use.
2. In exchange, and because this is free to you, I include a one-page ad for my website. Voilà, a cross-promotion.

Who benefits?

You. Me. Them.

You get free ebooks that you can post for your contacts to request on your online platforms. Or send them as attachments in your emails. You have no budget-busting marketing

and advertising expenses. You don't have to find and pay a professional writer.

Me, because my ad is included.

Them. Your contacts are entertained with humor, help and hope. They'll pass your ebooks on to their contacts and staff. (And they'll pass them on to their contacts, who'll pass them on to their contacts, who will... well, you see where this is going.)

Three guarantees

Every ebook sent will be: Seen, saved and shown to others. That's how you get referrals.

What other referral or marketing program guarantees you this? And, it's free!

*That I know of. I could be wrong. But I don't think so.

How to Use the Cross-Promotion Referral Strategy

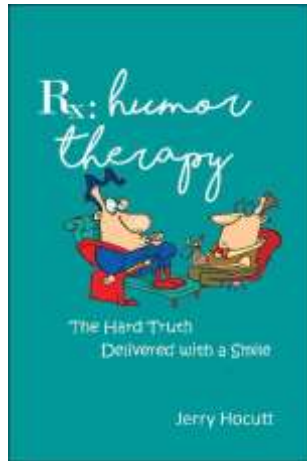
These free ebooks are the most fun, effective and efficient way to get your foot in the door with departments and branches you've been unable to penetrate so far!

Social Media: Post on Twitter, Instagram, and other online platforms a notice to have followers contact you to receive a free copy.

It's FREE! I have an exciting new ebook "Rx: Humor Therapy – The Hard Truth Delivered with a Smile" you can download at my website www.my1stwebsite.com. Guarantee you'll get a laugh or two.

Website, Blog, Newsletter: Don't let your visitors go away empty handed. Give them something free to remember you by and pass on to their friends. A great way to

capture contact information and grow your customer list.



It's FREE! Click on the cover and instantly download "Rx: Humor Therapy" from our site today!

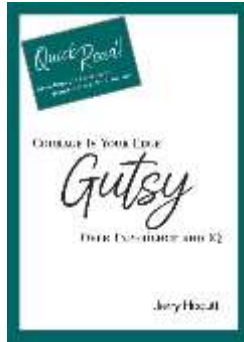
Email signature line: Everyone in your company should be looking for referrals: Sales, service, management, executives, and administration. Include a link and cover graphic in every email showing how recipients can receive a free copy.

Ego Hubris

Head Honcho

Return this email and I'll send you a complimentary copy of

*“Gutsy: Courage Is Your Edge
Over Experience and IQ”*



Networking events: Looking for something to break the ice or include with your elevator pitch when called on? Try this.

*I'm not here to sell you anything,
but to give you something you
can take back to your staff. Give
me your email and I can immedi-
ately download a copy of the
book "Gutsy: Courage Is Your
Edge Over Experience and IQ"
from my tablet.*

Trade show visitors: Download any of the books onto your tablet or phone. When visitors stop by your booth, offer to download a copy to them immediately. Gives you the opportunity to capture their email

for future contacts. They'll forward copies to their management and co-workers who weren't able to attend.

Free jpeg cover graphics: If you'd like cover graphics of the books you order, email me at jerry.ht@footinthedoor.com and I'll email them to you.

Sample Ads

Here are some ideas for your ads to include in the cross-promotion referral program.

believe it or not most people

Tell a Friend!

have no clue what you do for a living

Put your ad on this page and tell people what you do. Introduce new services and products. They count for QuickStart! leads to clients, prospects, people you network with, vendors, trade show visitors, co-vendors, friends and family. They're the keys to getting your foot in the door and getting more referrals.



c'mon

JOIN US!

this'll be fun

Put your ad on this page and have your website read this book to their business contacts, people they network with, vendors co-vendors, friends and family to grow your membership. The QuickStart! leads are the keys to getting your foot in the door and getting more referrals.



silent auction

FUNDRAISER

Promote your service club, church, school, or organization fundraise by sending any of the QuickStart! leads with your ad to everyone on your list.




thanks for stopping by us!

Las Vegas!

trade show booth

The perfect reason to follow-up on your trade shows. Send QuickStart! leads to every visitor who stopped by. Great reason to capture their business information with the promise to send them a book. They'll forward us to principals and executives in other departments and branches who were unable to attend.



loan questions?

SBA 504

we can help

Put your ad on this page and give the QuickStart! leads to your banks and lenders to send free to their business contacts, people they network with, vendors, co-vendors, friends and family. People who know or who work with small business owners. They're the keys to getting your foot in the door and getting more referrals.



Ad Requirements

Here are the specs for your free ads.

1. Email **two identical ads** in either .jpg or .png. Make one size 6"x9". The second size 5"x7". Because the books are two different sizes this will cause less confusion when we're placing them in the books you select.
2. Email: jerry.ht@footinthedoor.com. Put "Cross-Promotion Ads" on the subject line. Include your name, company name, and email address.
3. Note: We do not create or edit ads but place them "as is" on the first page behind the cover of the books so it's the first thing your recipients see.

Allow three business days to customize your books. Make sure we're on your approved "senders' list" to avoid having your ebooks go into your spam folder.

How to Get New Free eBooks for Cross-Promotions

I will occasionally be adding more ebooks to our cross-promotion program. Check our website for the latest ebooks. Or I can put you on our notify list for new releases. Email me at jerry.ht@footinthedoor.com. Put “Cross-Promotion” on the subject line and include your first and last name and email address.

Section III

Create Your Own Referral Programs Strategy

How to Create Your Own Content If You Have Time to Kill

Following are ideas from other people's experiences I've adapted to generate content for my different referral programs. They'll give you some ideas for how to create your own if you want.

It's okay to put your *contact* information on what you send, or add it as text on your Instagram or social media, but don't hawk specials, fire sales, and product placements. It turns people off instantly and they won't forward your message. And they're less likely to look at your next message because you're trying to "hard sell" them...again.

Your purpose is to get your followers to look forward to hearing from you, to get their attention, to pass your information

on, to remember you when they're ready to buy or when they're talking with their friends about what you sell.

Like all good promotional, marketing and advertising you want to get your message *seen, saved* and *shown* to others!

Bob Newhart

“When it’s all over, you go to heaven and God says, ‘What did you do?’ ‘I made people laugh.’ ‘Get in that real short line over there.’”

WAKE UP!
visiting hours 10a.m.—11a.m.

How the kids greet their parents
in a senior living home.

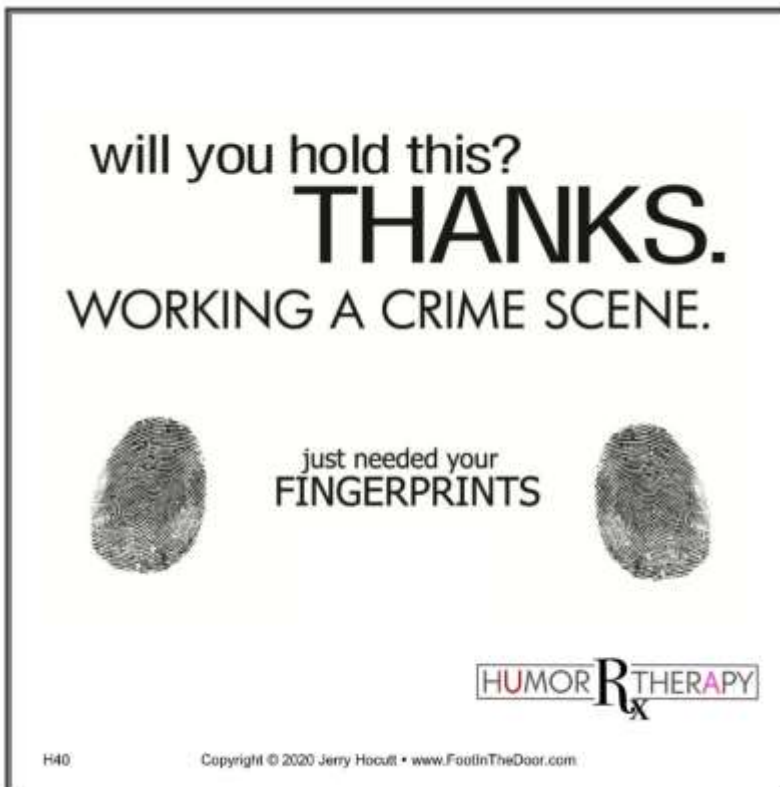
HUMOR **R_x** THERAPY

H3

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Dr. Nalini Ambady, Harvard Professor

People are making accurate decisions about whether they like you, trust you, and believe you in *less than two seconds*. Seventy-one percent of the purchasing decision is based upon trust between the client and the salesperson.



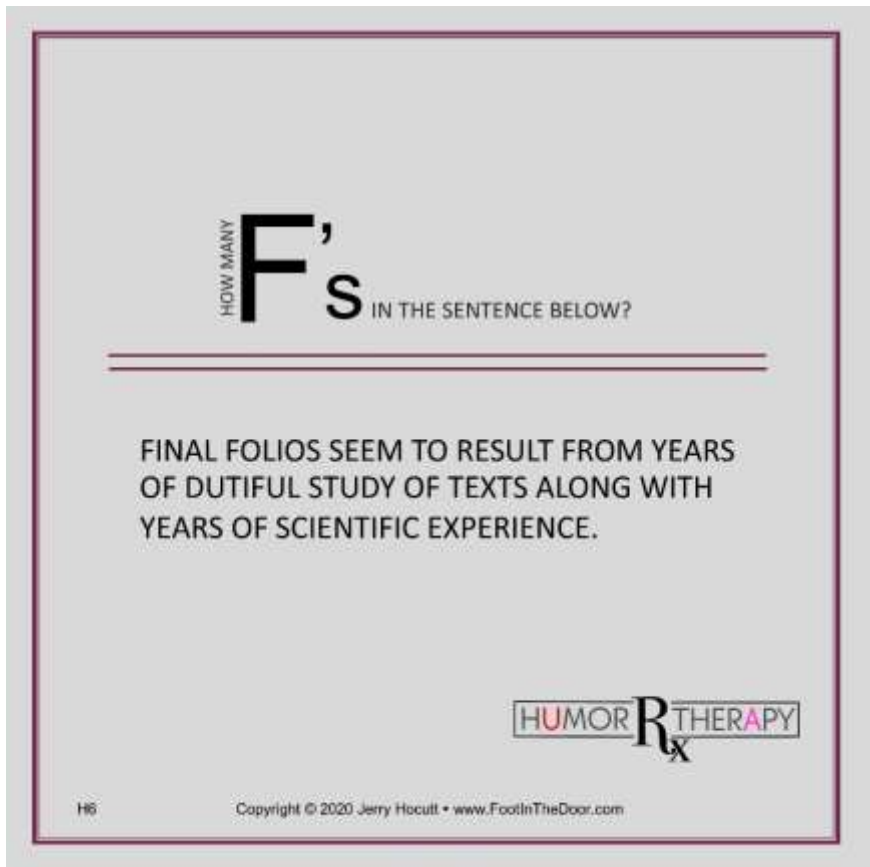
Hollywood Scriptwriters

When a writer is pitching their idea to a movie producer they have to do it in twenty-five words or less.



Instagram Compatible

All the ItsALittleFunny graphics are Instagram compatible. But because of the required size, there is no room to personalize them like the larger SmartyPants graphics. Not a problem. Just add whatever text you do on your normal posts.



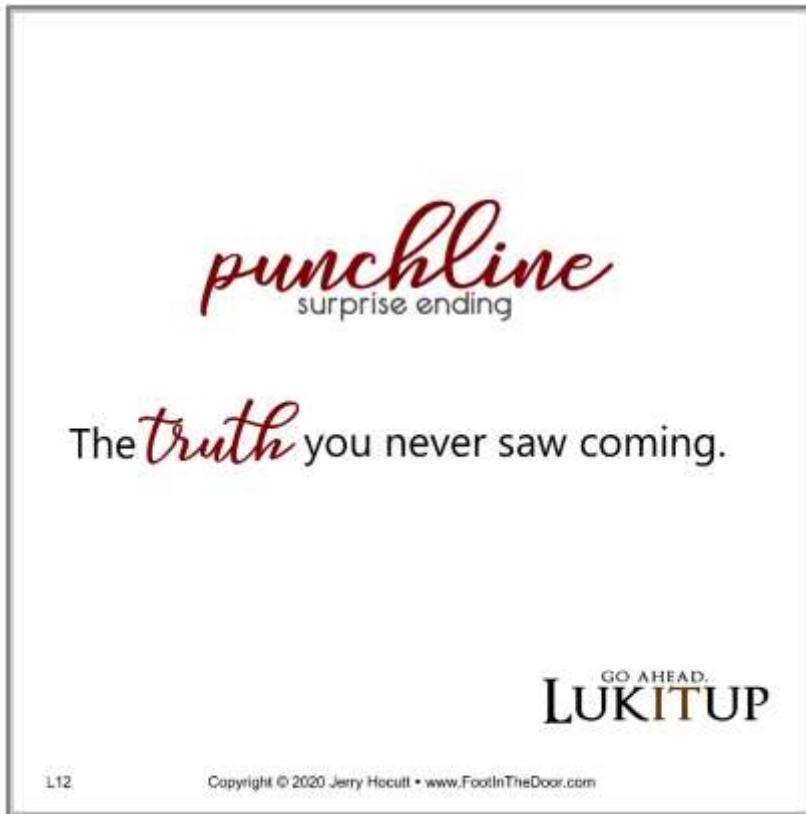
Joe Girard, *How to Sell Anything to Anybody*

Use ItsALittleFunny to sell yourself, to build on the relationship. Don't always push your service or product. Turns people off. People will remember you when they're talking with others about what you sell and your referrals will multiply.



Joe Vitale, *Hypnotic Writing*

Headlines will make or break your copy. Five times more people will read your headline than read your entire article. Sub-headlines help convey your message and keep people interested.



Paul Brown, *Your Attention, Please!*

Your written communication should be like a movie poster. If it looks like a quick read, rather than a major investment of time and attention, you're likely to give it a look.



Willie Nelson

I learned early in my career that the shorter you can make your song to get your point across, the more likely the stations would be to play it.

Somebody's *Gotta* Ask

Mary: "How many times a week do people tell you you suck?"

Arlo: "Are you going to let her speak to me like this?"

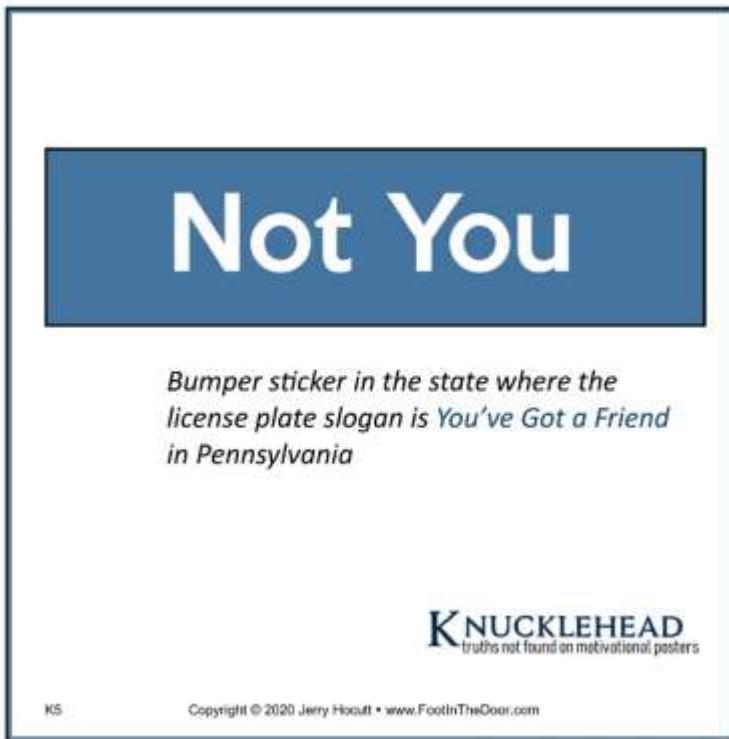
Stan: "It seems like a valid question."

— *In Plain Sight*

KNUCKLEHEAD
truths not found on motivational posters

Robert Cialdini, *Influence: The Psychology of Persuasion*

The number one rule for persuasion is to show people that you genuinely like them. Liking is one of six factors to win people over. What's important is that liking is increased by the *frequent positive contacts* you have with others.



How to Get Out of This Life Alive

Made you look.

Let's cover some things you should and should not do if you're going to create your own referral messages.

1. As Joe Vitale said, your headlines should make people curious enough to want to look.
2. Make your graphics interesting and colorful; include art, pictures and illustrations when possible.
3. Humor sells. Look how many ads on TV use (er...try to use) humor. People can relate to it because humor is the child of truth and surprise. People like to associate with people who are fun to be around and who have a sense of humor.
4. Skip the "motivational poster" tropes. They've flooded the market. Be creative. Be original. The

more unusual, the more viral your message.

5. If you use other people's quotes, make sure to give them credit and try to add your twist to it. (Like the Alfred Hitchcock quote on the LinkedIn strategy). I have nearly 200 pages of quirky quotes I've collected for over ten years from what others have said in interviews, in books and publications, as TV and movie characters, from conversations overheard in airports and restaurants, and from personal interactions with thousands across America. You won't find them in any "Famous Quotes" books. Many are spontaneous and off-the-cuff, which makes them original, humorous and thoughtful. Plus, I make my own headline for each quote which helps me to be more creative. Here are three examples:

The Makings of a Tragedy

“If you say in the first chapter that there is a rifle hanging on the wall, in the second or third chapter, it absolutely must go off.” – *Anton Checkhov*

Glad I Was Wrong

“I love being wrong because sometimes it shows you didn’t know enough and you learn new techniques.” – *Michelle McNamara, “I’ll Be Gone in the Dark”*

Now My Next Slide Shows...

“If you’re doing a Power Point, you have neither.” – *Historian John Meacham*

Start Reading This Book Here*

In conclusion, referrals are the best way to get new business. You now have over two dozen strategies for how to get them.

*For those who don't like to read to show you what you're missing.

