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**The** Book Club Guide

# Referral Engine

Teaching Your Business to Market Itself

Thanks again for purchasing *The Referral Engine: Teaching Your Business How To Market Itself*.

This discussion guide is designed to enhance your reading and discussion of the book. It is meant to prompt the application of strategies and techniques covered.

The guide includes key points from each chapter, asks thought provoking questions, and outlines action steps. There is even a spot for notes and ideas that come to you. We hope that they will provide you with new ways of looking at--and talking about—referrals.

It should provide material for discussions as well as individual reflection. Of course, utilization of this discussion guide will be dictated by the goals of your group and available time. Do not feel that each question must be discussed in detail. In fact, the discussion guide was developed with a high-degree of flexibility to allow you or the facilitator to pick and choose the questions and sections most pertinent.

I'd love to know how this book has impacted you specifically personally and professionally. Please let me know about your experiences.

Thanks,

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## Ch 1 – The Realities of Referral

### Key Questions:

1. Are you actively engaged in building social capital by making referrals to your current customers and clients? If not, why?
2. Do people “buzz” about your business? If not, what steps can you take to create a total experience for your customers and clients?
3. Are you actively engaged in creating a consistent and authentic approach to how you deliver your products and services to your customers?
4. If you do not have a system in place to obtain referrals what pieces are you missing to begin this important business function?

### Action Steps:

1. The next time someone asks you for a recommendation for a product or service refer them to a business you have worked with or have heard about from others.
2. Think of an experience you had with a business and determine why it was so outstanding.
3. Write down thoughts on how you deliver a “total experience” to your customers.
4. Determine what has been holding you back from creating a referral system.

### Notes, Thoughts and Ideas:

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### Key Points

1. People make referrals because they need to. We refer as a form of survival and connecting other people.
2. Buzzed about businesses have a good solution draped in a “total experience” that excites, delights or surprises the customer and motivates them to voluntarily talk about their experience
3. As Seth Godin said in a recent interview, “If the marketplace is not talking about you there is a reason. The reason is that you are boring.”
4. Repetition, consistency and authenticity build trust and are the foundational tools of the referral trade.
5. Marketing is a system. However, we cannot all be crammed into the same box as some experts suggest. The ideal referral system can eliminate the need to ever ask for referrals again.
6. The Tragic Referral Reality: You’re not doing anything worth being talked about.









## Ch 6 – Content as Marketing Driver

### Key Questions:

1. What is your primary topic or outline for your “point of view white paper”?
2. How do you plan to gather testimonials from every happy customer?
3. What is your plan for building relationships with key journalists to build awareness for your content?

### Action Steps:

1. Sign up at HelpAReporter.com and read the three daily emails and look for stories you can add to as well as clients, prospects, or partners who could be offered as a resource.
2. Visit delicious.com to see what other people are finding and sharing.
3. Take questions you get over and over and turn them into blog posts.

### Notes, Thoughts and Ideas:

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### Key Points

1. In order to generate leads and be found you must put yourself in the path of people who are learning about and shopping in your industry.
2. The best way to make it easy for others to refer your business is to come up with a list of “trigger” phrases that are the exact phrases your prospects utter.
3. Today’s advertiser knows that advertising is less effective at creating sales but very effective for creating awareness.
4. Your advertising’s call to action should be one of permission – permission to teach.
5. If you can prove yourself to be a reliable source of information, you will become a friend to journalists.
6. If you want to learn something, teach it.
7. One of the best way to develop competitive marketing skills is to develop and present a talk of some sort
8. The trick is to find ways to take content you absolutely need to create and find ways to repurpose it.







## Ch 10 – Ready to Receive

### Key Questions:

1. How will you position your requests for referral in a manner that offers your referral source the benefit of doing so?
2. What process will you create to ensure that you are making referrals as effectively as you are receiving them?
3. How can you get every employee involved in the acquisition of referrals?

### Action Steps:

1. The next time someone approaches you with “My friend said I should contact you” immediately contact the referral source and find out why they did so.
2. If you are not already receiving a flood of referrals determine where your gaps are.
3. Determine what you can do to offer something “special” to the person who was referred to you.
4. Acknowledge those who send referrals, even for ones that do not close and communicate to them throughout the process.

### Notes, Thoughts and Ideas:

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### Key Points

1. When you are talking to an existing client, the benefit of a referral is the opportunity to help that person help a friend or raise their perceived value with a colleague.
2. Recognize, be ready and take full advantage when the opportunity arises to ask for a referral.
3. When you make a referral stay involved in the process to ensure value was received by all.
4. A referral is a lead that needs special and exceptional follow-up.
5. Communicate and acknowledge (publicly when appropriate).







## So, where do you go from here?

There really are a number of ways for you to put the information in this guide to work for you.

## The Do-It-Yourself Plan — Get the entire Duct Tape Marketing System

When you buy the Duct Tape Marketing System, you'll have a step-by-step guide to each of the components outlined in this report. In addition, you'll receive tons of real-life examples and all the tools and forms you need to create a powerful marketing plan.

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Each workbook contains a thorough explanation of one critical small business marketing topic, real-life small business examples and worksheets, forms and tools needed to help you implement the lesson presented.

You can acquire the entire series of workbooks and audios as a set or individually.

**Get The Ultimate Marketing System** – <http://www.ducttapemarketing.com/products>

## Hire a Duct Tape Marketing Authorized Coach



Look, you know what you do best, and I'm guessing you're reading this guide because marketing isn't it. Or, maybe you know all about marketing, but it just never seems to get done.

Hire a marketing coach to help you complete the ultimate marketing plan. You'll receive one-on-one attention from a marketing pro who can help you craft a powerful marketing plan, hold you accountable for completing the each step and then show you just how to implement the plan to grow your business.

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