

Discover the Secret to
Advertising your Business
for Free



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Network marketing organizations, also known as MLM's or multi-level marketing, have known and used this secret for years. It's not new and it's not really that sexy. It's so simple, in fact, most small business owners step right over it as it lies right at their feet.

What about you? Look around you right now. What is in front of you every day that you often don't see?

“What is it?” you ask.

It's everyone you know – everyone you've ever known – everyone you do business with right now – everyone you come in contact with on a regular basis be it school, church, your neighbors or the gym. It's your family your friends and their friends.



The FREE advertising channel I am referring to is your own contact sphere; your own map of your world.

“How can that be FREE advertising?” you might skeptically ask.

Have you ever thought about how these people can become your FREE sales force, your FREE for sign, your FREE banner ad?

If you are doing business right now and have done any analysis about where your customers or clients come from, don't your very best clients or customers come from other clients and customers? Haven't your very best accounts come from referrals?

Referrals are like having your customers, friends, family, acquaintances holding huge signs or banners that tell people how great you are, what you do and what's so great about doing business with you.



Referral Marketing is about that. It's about creating "evangelists" out of your current clients, and sphere of influence. If you know that you are really good at what you do... if you know your products are high quality... if you know you can make a difference in peoples lives shouldn't everyone you know, know about it?

Often we shy away from actively engaging the people in our sphere of influence into our business. At the same time, we spend thousands of dollars trying to engage perfect strangers through various advertising and promotional efforts. Why do we do this? I won't try to answer that huge question here. Instead, let's discuss some solid answers as to why Referral Marketing is your most explosive business marketing tool and offer some solutions as to how you can learn to master Referral Marketing better and start using it now as one of your marketing channels.

What is one objection you might come up with for not identifying and engaging your sphere of influence? As a business coach, I often here this: "I don't want to be pushy and alienate people I know." Did you think of that one too?

Who said you had to be pushy?



Referral Marketing is about creating relationships and building connections. It's not about "selling" your service or products to people. Ultimately, if you create strong bonds and connections with people, they come to know and trust you. Who do we do business with the most? Those companies and individuals we know and trust!

It's that simple.

If your objective is to go out and "sell" or strong arm everyone you know into doing business with you then you've missed the point. People do business with you and refer others to do business with you as a by-product of the strong, trusting, beautiful relationships and connections you've built with them. It should not be the main focus; however, it's usually always the result.

Now, is that really the extent of Referral Marketing? Not really. We want to go beyond our own sphere of influence and have those *we* know refer those *they* know to us. That's the real juice. That's when you really start leveraging yourself.

How to build strong connections and trust is a subject for another article. But, you don't get to go that easily. I challenge you to do just one thing today. Identify and create that list of people in your world. Below is a template that will get you started. It includes several categories that should jog your memory and get you thinking of people you might not ordinarily think of.

Another name for this exercise could be called "contact mapping". For example, once you think of people in your church congregation, it might trigger you to remember your daughter's Sunday school teacher. Then that might trigger you to write down the people you know from your son's pre-school.

The next step is to create ways for letting these people know what you do or what your business is. Then, "touch" them frequently so that you can begin to build rapport and relationships. In marketing speak, "touching" refers to how they are exposed to you whether it is a card, a flyer, a cup of coffee, a conversation, an email, etc.

There are many solutions and ideas for ways to touch your customers and clients – much of it costs very little except your time and attention. If you are interested in some solutions for your business, give me a call at Metro Marketing & Media, 1-877-239-0340. I'd be happy to speak with you and give you a free analysis.

Referral Marketing is what BNI (Business Network International) chapters excel. Additionally, BNI excels at *teaching* people to master Referral Marketing for themselves. It is the #1 referral networking association in the world and well worth finding and joining a chapter.

OK. Ready to start building that list? Print this document out so that you can start writing in your names. Again, if you have any questions about creating this list and what to do next, give me a call at 1-877-239-0340. I'll be happy to talk with you.



CONTACT MAPPING

Your Sphere of Influence

Your sphere of influence is larger than you might first think. Write down the names of as many people in your world as you can. Who do you have formal or casual contact with? Who do you know? Who do your family members know or work or play with?

This becomes your initial networking/referral marketing list.

Category	Name	Contact Info (phone and email)	Added
Immediate Circle of Contacts			
Friends			
Family			
Neighbors			

Volunteer Group			
Business Associates			
Clients/ Customer			

Professionals

Banker			
Realtor			
Lawyer			
IT Consultant			
Insurance agent			
Salon			
Mortgage Broker			
Accountant			
Bookkeeper			
Physician			

Chiropractor			
Medical Professional			
Other			
Affiliations			
Gym			
Sports Team			

Church			
Clubs			
Associations			
School –			

School cont			
Other			