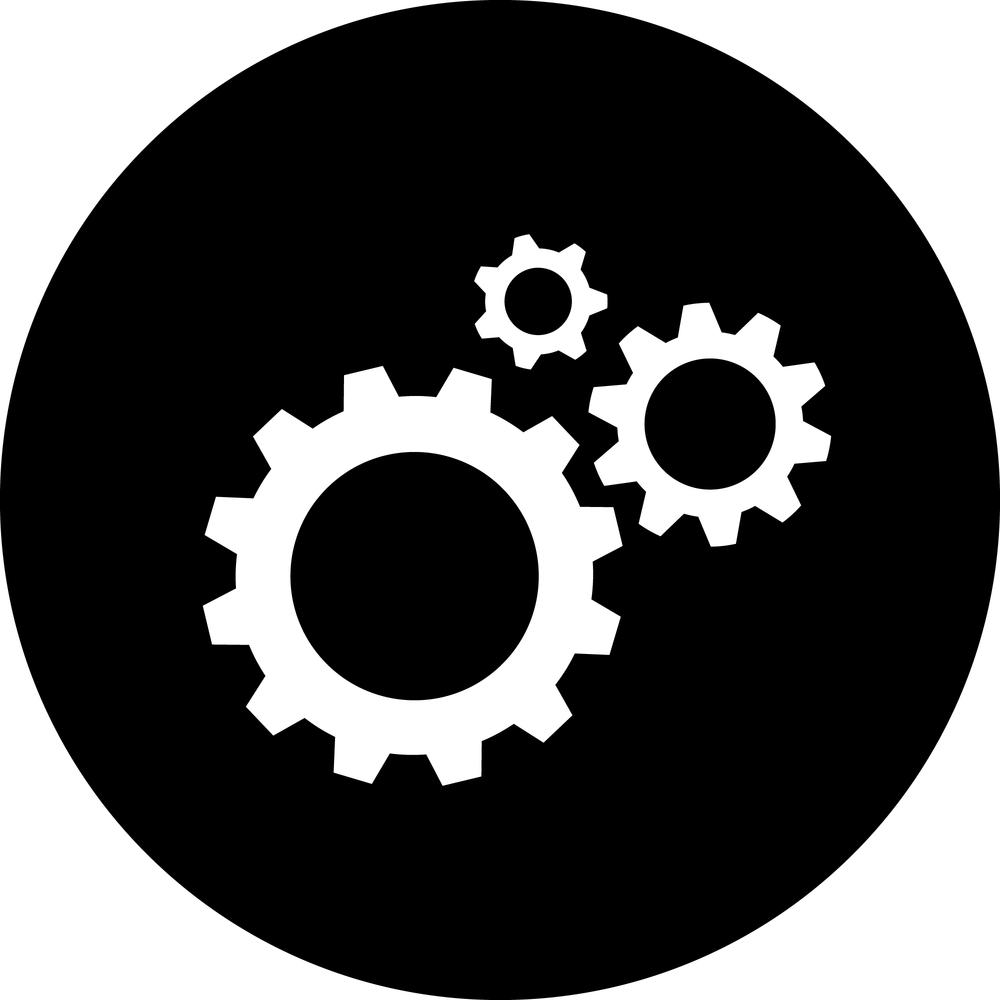
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**Creating A Referral Machine**

Overview Of The Three-Step Process

1. **Establish Relationships ...........................................................gsgsgfsgcse**

* **With Whom?**

**People You Already Know**: Reconnect With Old Friends & Colleagues, As These People Presumably Already Like and Trust You Too.

**Strategic Partners**: Cultivate Relations With Those Who Run In The Same Circles, As Their Contacts Are Likely Good Contacts For You.

**Everyone (or Anyone):** Remember, Do Not Dismiss Anyone, As Every Contact Has Opportunity.

* **How?**

**Add Value To Others:** Focus On Giving **Business & Referrals** ... **Information & Encouragement** ... **Contacts & Connections** – These Gestures Endear You To Your Network.

**Get Involved:** Devote Your Time & Talents To **Business Groups & Associations** ... **Charitable Organizations** ... **Civic Initiatives** – These Activities Provide Great Exposure, Brand You As A Doer, and Connect You Further.

**Be Reliable:** Endeavor To **Be On Time** ... **Do What You Say** ... **Follow-Up** – These Efforts Demonstrate Your Commitment To Being Trustworthy.

1. **Empower The Network ....................................................................... d s**

* **Opportunity Recognition Education** ... Empower Your Network To Be Able To Identify Referrals For You By Refining Your **30-Second Commercials** ... Preparing & Using **Leave-Behind Material** ... Illustrating Via **Stories, Anecdotes & Examples**.
* **Connection Coaching** ... Empower Your Network With Probing Questions That Are Related To What You Do As Well As Enable Them To Be Generally Conversant About It.

1. **Employ Ongoing Communication**

* **Ask** ... If It Seems Your Network Has Missed An Opportunity For You, Ask For The Referral, Information Or Connection.
* **Appreciate** ... Whether Or Not The Referral Pans Out, A Heartfelt “Thanks” Serves As Positive Reinforcement To Keep Them Coming.
* **Clarify** ... If A Referral Is Less Than Desirable, Do Not Despair – Rather Use The Opportunity To Better Explain What You Want.