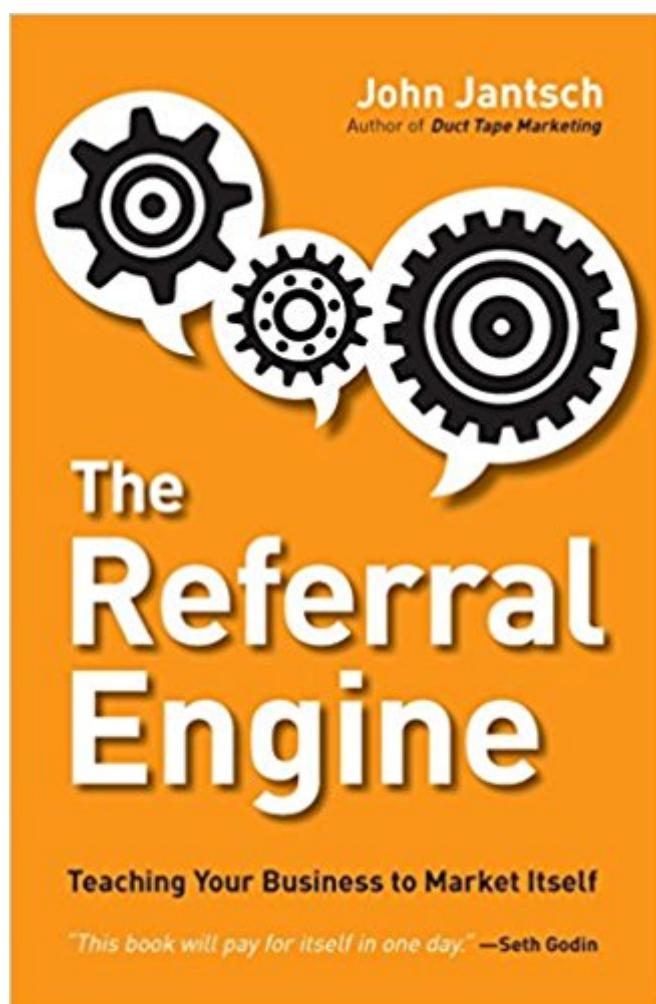


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The Referral Engine: Teaching Your Business To Market Itself



Synopsis

The small business guru behind Duct Tape Marketing shares his most valuable lesson: how to get your customers to do your best marketing for you. The power of glitzy advertising and elaborate marketing campaigns is on the wane; word- of-mouth referrals are what drive business today. People trust the recommendation of a friend, family member, colleague, or even stranger with similar tastes over anything thrust at them by a faceless company. Most business owners believe that whether customers refer them is entirely out of their hands. But science shows that people can't help recommending products and services to their friends—it's an instinct wired deep in the brain. And smart businesses can tap into that hardwired desire. Marketing expert John Jantsch offers practical techniques for harnessing the power of referrals to ensure a steady flow of new customers. Keep those customers happy, and they will refer your business to even more customers. Some of Jantsch's strategies include: -Talk with your customers, not at them. Thanks to social networking sites, companies of any size have the opportunity to engage with their customers on their home turf as never before—but the key is listening. -The sales team is the most important part of your marketing team. Salespeople are the company's main link to customers, who are the main source of referrals. Getting them on board with your referral strategy is critical. -Educate your customers. Referrals are only helpful if they're given to the right people. Educate your customers about whom they should be talking to. The secret to generating referrals lies in understanding the "Customer Referral Cycle"—the way customers refer others to your company who, in turn, generate even more referrals. Businesses can ensure a healthy referral cycle by moving customers and prospects along the path of Know, Like, Trust, Try, Buy, Repeat, and Refer. If everyone in an organization keeps this sequence in mind, Jantsch argues, your business will generate referrals like a well-oiled machine. This practical, smart, and original guide is essential reading for any company looking to grow without a fat marketing budget.

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Customer Reviews

As lean times force businesses to reduce advertising and marketing budgets, more and more companies are trying to develop new clients through word-of-mouth referrals. Jantsch (Duct Tape Marketing) champions such an approach, asserting that many widely referred businesses do very little when it comes to traditional advertising and that happy customers and actively engaged partners account for a great deal of their efforts. According to Jantsch, referral behavior is a primal activity rooted in our survival instinct and satisfying our need to connect with other people and mint social currency. Jantsch offers practical solutions on how to build a powerful referral engine by developing a systematic, consistent, and replicable approach and exploiting content, using social networking, and building strategic partnerships. He illustrates his points with examples from such companies as work clothing manufacturer Carhartt with its Tough Jobs blog; Southwest Airlines, which relies heavily on hiring the right people to be the champions of the brand; and TerraCycle, a recycling company whose nontraditional business practices generated word-of-mouth attention. A swift, appealing read and a thorough primer on the power of letting your products and customers speak for themselves. (May) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Hardcover edition.

"A swift, appealing read and a thorough primer on the power of letting your products and customers speak for themselves." -Publishers Weekly "Frankly, I had no idea how John was going to top Duct Tape Marketing. The book is a classic. But with The Referral Engine, John puts you in the driver's seat and shows you the steps to achieving marketing success without a huge budget. Go no further. Buy this now." -Chris Brogan, coauthor of Trust Agents "I don't think there are many people who know more about small business marketing than John does, and I'm certain that there's no one more generous in sharing tips and insights. What, exactly, are you waiting for? This book will pay for itself in one day." -Seth Godin, author of Linchpin "For Zappos, part of delivering a great customer experience means developing personal and emotional connections, both with employees and customers. These are the types of connections people talk about with their friends and family. This

book will show you how to give people something to talk about." -Tony Hsieh, CEO, Zappos.com "Who knew that there's a science to referrals? Not I-but now that I know, I want you to benefit from John's expertise. In a sense, a jacket blurb is the ultimate referral, and I'm here to blurb this book because it will help you succeed in business." -Guy Kawasaki, cofounder of Alltop

The best book I've read on how to get referrals from existing customers. I run a digital marketing agency and after reading this I bought a copy for each of my account managers and we've seen them bringing a lot more value to clients and to my agency as a result.

There's nothing totally unique about any one idea in "The Referral Engine." There's nothing unique about a 5lb. bag of sugar either. Of course that bag of sugar could be in the hands of a skilled pastry chef - or it could be in mine. I can tell you there's a pretty big difference. John Jantsch is the Head Chef of Marketing. He has an almost magical way of accumulating massive quantities of more basic ideas, sifting them, combining them in perfect proportions, and then turning them into recipes for delicious success. The end result almost defies identification of those original ingredients. A great chef understands every tool, and exactly what his oven will do at each temperature. John Jantsch understands small business owners to the extent he crawls right inside our heads to tweak attitudes - and he does it by slowly building a case logically, step by step, until you can't help but agree with what has just become so obvious. In "Referral Engine" one of the first things he tackles is a business owner's reluctance to ask for referrals. I know that until I was exposed to Jantsch's material, I hated it! I expected my clients to love me and spread the love without me asking - and in fact, often times that did happen. No matter how good you think you are now, if you're like me, you have no idea how great your untapped potential in this area is. I think the thing I like most about Referral Engine, and Jantsch's work in general, is that there is no dishonesty, no gimmicks, no use of trickery. I've always believed the path to success lies in creating a great product or service for which one charges a fair price. It's an approach built on creating a great product or service to begin with. Jantsch shares that approach. For example, Chapter 5 is titled "Your Authentic Strategy." The underlying premise of this work is the need to create a company worth referring. The second key idea is that you get ahead by helping others first. We're encouraged to partner with other businesses, and to always be looking for ways to help others, to connect, to refer. There are no one-way streets in Jantsch world. You clearly give as well as get. The icing on this cupcake is the multitude of examples and references that help one understand just what all of this means and how it's done. Then, once the underlying foundation is in place, Jantsch starts with the mechanics, and, unlike other "idea" based authors - many of

whom I also love - Jantsch gets into the guts of the issue. Here's how. Here's where you go. Do this next. There's no sugar coating. This stage isn't about the tasty result. This is about the process. Jantsch doesn't just cover the need to blog, he starts at the basement. For example, from P. 131, "Keyword rich" covers the way you need to use keywords in your blog in order to make it accessible. Sure, you might want to buy another book just on SEO, but in this one section, Jantsch manages to succinctly distill the basics that you will need - including providing tools like [...] which will help you. If you take all of this book to heart, and implement it fully, not only will you have a great referral machine, you'll have a great business. This one book may not have all the information you'll need to improve all of the other parts of your business, but it will help you identify parts that aren't working because they will keep you from being talk, or referral, worthy. This book, assuming one has an Prime membership - and every small business owner should - is \$11.69 today, its release date. I'd be surprised if your return on investment wasn't at least 1,000 times that. On the other hand, you could order 20 to 30 other books to cover the various aspects covered here - and I would hope for that, you'd have greater results, but somehow I seriously doubt it. I love this book, and I think you will too.

I heard about this book on The Marketing Book Podcast. Contains lots of great ideas to set yourself up for free business referrals. Easy to understand with plenty of practical, relevant examples of companies that have set themselves up to have their best customers spread the word.

This is an awesome book. It gives specific examples for implementing referral ideas, not just generic concepts. I loved how the info was presented. I listened to the audio version of this book and the narration was pleasant. A definite must have book for small business owners, marketers, and sales people.

In today's business with so much competition vying for customers, if you don't have a good referral system in place, you're missing the boat. **THE REFERRAL ENGINE: TEACHING YOUR BUSINESS TO MARKET ITSELF**, by John Jantsch may be just what you need to put your referral system in place. Geared for the small business owner, there are plenty of ideas here applicable to large corporations as well. This is possibly the most complete work on building a referral network available. As if you need persuasion, Jantsch first builds the case for why you need referrals in your business. That part seems like a "no-brainer" to me so I won't elaborate here. The next chapter is a "no-brainer" as well, but one often overlooked, and that is the importance of how employees view

the importance of building referrals. This is a 3-pronged stool; the employee must know clearly what is expected, have the proper tools to do what is expected, and receive appropriate praise and feedback when expectations are met. This, of course, is predicated on the notion that your employees first believe in the company. If they truly believe that your company offers world class products or service, then they are doing a disservice to their customers by not asking them to refer their friends. Chapter 3 examines the Path to Referral by introducing the 4 "C's" of marketing; content - context - connection - community. The question is posed, "Where does your company fit in?" Here we examine the customer life cycle and an expanded view of collaboration; collaborating with prospects, customers, staff and businesses within your network. The next few chapters look at building a referral system that is right for you. Jantsch covers just about every aspect of referrals and sprinkles in plenty of real life business examples of these systems being successfully used. Once you reach Chapter 10, your mind will be swimming with new ideas you want to implement right away, but Janstch leaves no stone unturned as here we look at what to do when referrals start coming in to do business with you. We look at what can be learned from these referrals and what to do at this point in the process. There are also some valuable resource links for online tools that will be essential for small businesses to build a successful referral network. Chapter 11 looks at developing "Referral -specific Campaigns" such as landing pages, community events and exchanging services for advertising. Chapters 12 & 13 wrap things up with Snack-sized suggestions that looks at successful referral systems for specific types of businesses, with plenty of real-life examples, and a workshop for putting it all to work for you. This book has been a pleasure to read and I've learned a lot from it. I have only one knock on the book. Mr. Jantsch desperately needs an editor. The work is riddled with spelling and grammatical errors and typos. If you can overlook that, this gook is a gem.

I have now become John Jantsch's biggest fan. I have purchased every book and am training my staff on these great concepts and practical applications. His book is one of those types that I call "protein rich", meaning I have to read a couple pages and then put it down to absorb it. Like his other books, it is a high-integrity approach to doing a marketing job excellently.

I loved this book. After too many fairy tales with unicorns, rainbows and dreams of what the internet can do for your business, THE REFERRAL ENGINE gets real. Real examples, real tips, real lessons you can put into place into your business. Applicable to one man shows or large organizations, the strategy behind things like Inbound Marketing can be learned, implemented and

improved. Highly recommended. I listened to it originally on an audio book, then bought the paperback so I could read it and take notes.

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