



Grow Your Business In 5 Days

DAY 2 - TUTORIAL #3

ONE PAGE ACTION PLAN

#3: Referral (X) System

STEP 1: Reference the 'Referral Formula' in the video tutorial and transcript.

STEP 2: Make sure you apply the following 4 components to your system...

1. GOOD BUSINESS – I take for granted that you're running a good business (you deliver on your promises at least 90% of the time – no-one is perfect!).
2. INCENTIVE – You need an inducement that's going to incentivise customers, clients or patients to give you more referrals.
3. DIFFERENTIATOR – You need to stand out from the competition and differentiate yourself from them. You'll learn more about how to do this in tutorial 6.
4. EFFECTIVE COMMUNICATION OF SYSTEM – Once you have the system ready you need to communicate it effectively and make sure it becomes an integral part of your entire business.



Implementing a Referral System is another great way to unlock the profit potential of all your customers, clients or patients!

STEP 3: Implement your referral system.



As long as you follow the 'Referral Formula' and apply the 4 proven components, your referral system will be a huge success for you! Remember, your referral system taps into your 'Acres Of Diamonds'!

