



renewable

REFERRALS

how to cultivate more profits

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Read. Implement. Profit.

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Renewable Referrals

How to Cultivate More Profits

Can a Referral Program Really Help Grow Your Business?

Only if you build the kind of customer referral program that works for everyone involved. Your customer must win. Your referral partner must win. You must win. There's a lot at stake – and a lot of potential gains hanging in the balance.

What if you could have a whole team of marketing experts help you plan and launch your referral program? Think that would help iron out the kinks before they happened? Think you might get better results?

If filling your sales funnel with more highly-qualified prospects who are ready to do business sounds good to you, that's what *Renewable Referrals* is all about. In this book written by a group of Duct Tape Marketers, you'll discover a simple step-by-step strategy for building a client referral program that gets results. You'll bypass the pitfalls, get some great referral program ideas, and learn exactly what to do to make your referral partners eager to send you all the ideal customers you can handle.

**The ideas in this book can help you tap into the most powerful form of marketing that exists:
Referral Marketing.**

Read it and take action, and you will soon have an unstoppable stream of ideal customers for any business.

About the Authors



Founded in 2013, the Marketing Results Crew was launched with one mission at its core: To provide customers with strategy before tactics while continuously building the kind of awareness that sparks lead generation among ideal prospects.

Crew members bring a variety of experiences ranging from local B2C to international B2B marketing, and are committed to ongoing education and implementation of best practices in business. Many of the group members have spoken at national conferences, local workshops, and webcasts, and have written and been published in prominent marketing books and publications.