

ActionCOACH™ eBooks

REFERRAL STRATEGIES

part of the



APPRENTICE
BILLIONAIRE

eBook Series



Congratulations!

Welcome to Referral Strategies, your do-it-yourself guide to generating referrals.

Once you've been through this guide, you'll know precisely what it takes to stimulate loads of referrals. More importantly, you'll have a selection of strategies to get you started.

This is the next step in your marketing success story. From this point on, you won't have to stab in the dark — you'll have clear direction. You'll start to get one extra customer for every one you already have — I personally guarantee it.

How to Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 5 Steps To Getting More Referrals'. Each step covers an important aspect of referral strategies — these are things that you must give careful consideration to... before deciding how to go about getting more referrals.

You might be surprised how much this exercise reveals about your business. It may get you thinking about important issues that have never crossed your mind. If some of this information is new to you, don't be concerned — there's never been a better time to start seeing some real results from your business.

Make sure you make notes in the spaces provided. When you come to write your first few strategies, you'll need to refer back to these scribblings.

Later sections offer a more in-depth explanation of how to come up with good offers — you'll even find some great examples to get you started. You'll then find examples of powerful referral strategies, some of which may directly apply to your business.

The last section brings it all together, with templates of successful referral strategies. That means you can combine your new knowledge into a format you can be confident will bring results.

Now, it's time to get started — your customers are just waiting to tell their friends to deal with you. You just need the right referral strategy ...

Important: A Note About Testing & Measuring

The greatest business people and marketers are not necessarily the smartest or most innovative. Most simply understand the concept of testing and measuring.

When you are testing and measuring, there is no failure (except the failure to record your results and analyze them). Every step brings you one step closer to the right formula, and the right approach. If you approach your marketing expecting everything to work first time, you'll be bitter and twisted when you discover it doesn't. You may give up before you should.

Remember this: Marketing has certain rules, but it's still largely trial and error. You give it your best guess, then find out for sure.

It's essential that you meticulously record every result. It's extra work, but you'll be glad when you have a marketing strategy which you know will produce results. That confidence only comes from testing and measuring.

What Is a Referral Strategy?

A referral strategy is a way of introducing new customers to your business, for a low acquisition cost. Basically, it's a way of getting your existing customers to promote your business for you. A way of getting them to introduce their family, friends and colleagues to your product or service.

What Makes a Successful Referral Strategy?

There are several elements which combined, go to making up a successful referral strategy. From finding the right type of customer, to the strategy that best suits your type of business. There are 2 things you need to understand above all else ...

- 1. Service:** Your service must be extraordinary. Having good or even great service just won't do. If you want people to refer their friends, then make sure your service is first rate.
- 2. Your Offer:** If you don't give people a good reason, a 'What's in it for me?', your strategy will fail. Some of the strategies that you'll discover in the next section will rely on your offer more heavily than others, but regardless of which one you choose always ask yourself - "Would I refer someone for that reason".

In the following pages you'll learn how to put a referral strategy into place in your business. Which type suits which business, and the types of customers that you want to refer you, and those you'd rather didn't.

Who Do You Want Referred to Your Business?

Before you even embark on a referral strategy you need to decide the type of customers you want to do business with. The last thing you want is to get referrals that don't turn into business, that is, referrals that only buy off you once and never do business with you again or even worse, referrals that create more headaches than they do sales, and never give you the business you're after.

If you don't set the rules, your new customers will set them for you. So, you must decide who is your ideal customer. Some customers are more trouble than they're worth and will cost you money. The 80:20 rule, sometimes called the Pareto Principle, states that 20 % of your business comes from 80% of your customers. The other side of this is that 80% of your headaches will generally come from 20% of your customers.

So, before you try to go and get more new customers, decide on the type of people you want as new customers. You also need to grade your existing customers in one of 4 categories ... either A, B, C or D. An example of an A grade customer would be someone who pays their bills on time, are pleasant to deal with, are happy to pay your marked prices, send their friends to you, and spend a reasonable amount with you each year.

Don't put up with customers who won't pay their bills, don't treat you well and constantly hassle you on price. These customers will generally refer similar types of people, and that's the last thing you want to happen. To get rid of your D grade customers, (those you don't want to do business with), simply send them a letter that asks them to deal with someone else. You can't afford to deal with them anymore.

Your C's will meet just 1 or 2 of your criteria and need to be sent a strong letter that informs them of the new rules of doing business with you. Some will come on board with the new rules, others will want to go somewhere else. Either way, now you've moved all your 'C' and 'D' customers out ...

Your next step is to train your 'B' grade customers how to be in the 'A' grade with a simple letter. Every client is now aware of the type of customers you want to deal with ... The most important message you need to get through as you send out these letters is that you're doing it to be able to provide the best service possible for your target market.

The 5 Steps to Creating a Killer Referral Strategy

1. Why Use a Referral Strategy?

Before deciding on the type of referral strategy (there are a number to choose from), you need to work out whether this is the right overall strategy for you.

Obviously, you have a suspicion that it is (or you wouldn't have invested in this package), but you need to compare its potential returns against other available ways to market yourself. Whilst a referral strategy has a low hard dollar cost, some can be quite time consuming.

A referral strategy is ideal when you have a higher priced product or service. Whilst almost any type of business can benefit from having a referral strategy (or a number of them for that matter), there are some businesses that it doesn't suit as well.

For example, a referral strategy is probably inappropriate for a fast food outlet — the average fast food outlet has too many customers at any one time, to go through a script to gain more names for their database. Having said that though, a strategy where your customers could take a card, or flyer and pass it on to their friends, could work quite well. You could also have an offer for groups of 4 or more.

Of course, a referral strategy is an ideal backup for your existing marketing. If you've invested money to get a new client to come in, why not get them to bring their friends. It can of course work well as a stand alone strategy.

2. Who Are Your Target Market?

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3. What Are You Offering?

You need to teach your customers why it's good for them to give referrals. People will generally only do something for you if you give them a reason to. Your customers want to know why they should do things for you, they want to know how they'll be affected when they take action and most of all, what will they get in return.

When you're being pro-active about getting referrals, you need to take all this into account, even if all they get in return is the knowledge that they've helped a friend find what they need.

You'll have to educate them about how referring people to you can and will help them. We'll get into the rewards you can give later but for now, just tell them the simple logic I've used so many times for success before.

Your customers will benefit in several ways by referring people to you. Let me list them for you ...

1. By referring your new clients they're helping you save marketing dollars and that allows you to pass on greater savings to them, greater rewards, or better service ...
2. They're making sure you have a strong and healthy business, so you're around in the future when they might need you again ...
3. They're helping you work with only the best level of clients so you can always come up with new ways of serving them better ... and so on ...

Every time you educate one customer about referring new people to you, you've got an advocate for life ... with one condition. That you always give them the level of service you've promised, it doesn't have to be 5 star, just what you've promised.

Another quick tip about educating people how to refer, be sure to let them know that you're after quality people, just like them. You'll give them a compliment and set a standard for who they refer to you straight away ...

4. How Are You Going to Get Referrals?

Once you know who you want to deal with, and what you're prepared to offer to get them in the door, the next step is working out your strategy.

Referral strategies can be the trickiest of them all - you are asking people to risk something that is dearly important to them ... the respect of their friends.

That may sound a little over the top but consider this example - let's say you convince a friend to buy a car that turns out to be a dud. How is that friend going to feel about you? Or what if your friend's appearance was completely destroyed by a hairdresser you recommended.

The negative effects can vary in intensity, but there is always a risk. If you tell someone to do something and it turns into a nightmare, you can expect some of the fallout. Of course, the reverse is true. If you introduce a friend to a business that solves a problem for them or gives them exactly the service they've been looking for, it can reflect on you very positively.

People tend to highly value what other people think of them. That means, they won't refer someone to you unless they're absolutely sure they won't be embarrassed or be blamed for anything going wrong. The upshot of this: if your service or products aren't up to scratch, you can forget about referrals. Get that part right, and you'll get more referrals than ever.

Once you feel comfortable that people are happy with your service and products, you can start work on some specific referral-generating strategies.

The following is a list of different strategies you can use to get more referrals. You'll find examples of many of these in Section 4, and templates in Section 5. Make a mark next to any you feel would suit your business. And remember, there's no reason you have to choose just one - why not do 3 or 4? Your customers may think it's a little strange, but they're unlikely to mind (especially if you have awesome service).

Importantly, you must test and measure - don't be afraid to kill something that isn't working. Have another look through the list and try something else. Keep doing this until you find the strategy that works best for your business.

Now, onto that list ...

Call and ask to mail your customers' friends a special offer: this is a strategy that almost always produces results, especially for businesses where purchases are few and far between.

First, write your past customers a letter, which says something along the lines of 'Hi there, just wanted to let you know about a special offer we're making right now. Obviously, you won't be that interested - you just bought a couple of months ago. But what about your friends? I'd like to mail your 2 closest buddies R500 to spend with us. I'll give you a call in the next few days to get their details' etc.

Three days later, you phone and say ‘Hi, just following up on that letter we sent you last week. Do you remember receiving it? Did you understand it? Who was the first person that sprung to mind when you read it? And what’s their address?’ and so on.

Next, you write the friend a letter. A great headline is something like ‘Here’s why George Matthews suggested I write and tell you about our winter special’. Of course, you just substitute the name of the referee and the title of the special (introductory, spring madness, summer, New Year etc).

You’ll find the person will DEFINITELY read every word. More than that, they’ll immediately phone their friend. The friend will then sell your business for you - ‘yeah, they’re really good to deal with - and that’s a great special ... that’s cheaper than I got mine for’.

Next, you call the referred friend and book them in for an appointment time to see your showroom or quote - whichever is applicable.

Use a ‘Referral Price’: this is a brilliant way to stimulate immediate referrals with every sale.

At the point when the person is about to pay for your product or service, ask them this question ‘Thanks for choosing us [name], and by the way, would you like the referral or non-referral price?’. Naturally, the buyer will ask you something like ‘what’s the difference?’.

To answer, use a standard script such as this ... ‘Well [name], we’re aware that a lot of our business comes from people telling other people. For that reason, we reward those who recommend that their friends deal with us. If you know 2 people who might be interested in buying a [product], and you give us their contact details, we give you the referral price - that’s about 10% less’.

People will usually jump at the chance unless they don’t know anyone. And the referrals will generally be good ones. Only D class clients will attempt to give you dodgy leads. The majority of people will give it some real thought and may even call their friends to put in a good word.

The referral price idea works best when it is applied as standard practice and used without fear. If people sense that you are uncomfortable with the idea, they will be too. If, however, you make it obvious that this is the way you do business, they’ll go with the flow and give you the names.

Do regular mail-outs offering an incentive: a simple idea which can be effective, if done correctly.

Here’s what you do:

Mail out to your customers, starting the letter something like this ‘Hi there. Just wanted to write and say thanks - thanks for choosing [business name].’ After the preamble, get to the point - ‘we’re aware that many of our customers come from referrals, that is, happy customers recommending that their friends visit us’.

Then ask for the referral directly. ‘If you know anyone who’s currently in the market, I ask that you give them one of the referral cards I’ve included. Thanks [name], and I look forward to seeing you again soon’.

In your PS, offer a sweetener. ‘By the way, if one of your friends brings their card in and buys any time in the next 21 days, I’ll post you a small gift - a voucher for a FREE massage’. If the incentive is exciting, you’ll find that referrals will flow in.

Best of all, it’s generally very easy to get the incentive for free. In the example above, it would be simple to call the local masseur, and ask for a couple of hundred free vouchers. Any switched-on masseur would understand the lifetime value of a new client.

To make the strategy more effective again, it's a good idea to follow up the letters with a phone call. Use questions such as 'Who was the first person you thought of handing a card to?'

Give top service. If you treat your customers well, they'll refer their friends in massive quantities - that much is clear.

But what about really going the extra mile - doing things that your customers would never expect?

Here's a few examples:

A sandwich bar that painted caricatures of their regular customers and hung them on the wall. The best part was the customer had no idea until the picture was actually complete. You can imagine how that got them talking.

A photocopier salesman who mailed a gift to his past customers every month. First was a massage, next a haircut, then a dinner for 2. He did this every month for 12 months. Needless to say, his number of referrals went up dramatically.

A car salesman who mailed one card every month to every person who'd ever bought from him - birthday, Christmas, Easter, Valentines and so on.

These are just 3 examples of 'awesome' service - extra special touches that really get customers talking to their friends. You can just imagine someone over dinner saying '... and this sandwich bar I always go to, they drew a picture of me and put it on the wall - and the food's really good too!!'.

What can you do to really excite your customers?

Hold a 'bring a friend' closed door sale ... closed door sales always work well. The promise of great bargains, combined with the feeling of being special, is particularly enticing.

But what about spicing up the idea with this strategy?

Make the price of entry a friend. That's right - if people want to get in, they have to bring one person that has never bought from your business before. And that applies to EVERY person who comes along.

Naturally, you have to make the sale exciting - offer some great limited deals and exclusive viewings of the latest product. Drinks, nibbles and entertainment will help make it more attractive again. And if you want to really get people in, offer an expensive give-away ... a TV, holiday or house-full of carpet.

Of course, make sure you get the name, address and phone number of every 'friend' who comes along. Mail to them shortly after, offering them an introductory special.

Ask the question ... ever heard the saying 'who dares wins'. In business it's exactly the same.

There's no reason why you can't ask your customers for referrals any time. You don't need a strategy or letter - just phone them and say. 'I was just wondering whether you know anyone in the market for [product] right now we're running a special promotion and I thought I'd give your friends the chance to take it up first'.

Of course, you could do the same thing with people who drop into your store, or who have just bought.

Here's an example - Mary is thinking about buying a patio, so she calls Jim's Home Improvements. After a quote and much discussion, she works out she can't afford it. Jim, following up the quote he sent out, asks the question 'What did you decide'. Mary says 'Jim, the patio looks lovely, but I just can't afford it now.'

She feels guilt at this point and is eager to make it up to Jim in some way. Jim knows this, so as quick as a flash he says, 'that's a shame Mary - I think the design we've come up with is really attractive, and would look great in your back yard.' Mary agrees. Then Jim says, 'that's ok Mary - how many people do you know who are also thinking about building a patio now?'

Mary might say 'one or two', which leads perfectly into Jim's question 'who was the first person that sprung to mind? And what's their phone number?'

Mail out VIP cards to your customers and include a couple of extras ... VIP loyalty cards are brilliant for 2 reasons. Firstly, they give your customers good reason to buy from you more often.

Secondly, they 'tie them up' - in other words, protect them from being stolen by competitors. Every time the customer considers 'straying', they have to ask themselves 'why go to them when I get all this great stuff from my regular guys?'

The great stuff has to be great. Just offering a 10% discount is a bit weak, unless the product is super-expensive. Try every 6th purchase free, or free gift each time you buy.

To introduce the card to your customers, write them a letter that explains the benefits of being a VIP card member, and why they've been chosen (something like 'I've only mailed this card to my top customers' usually works wonders).

To get referrals, add a PS that says 'You'll notice I've included a couple of extra VIP cards. Please give it some thought and hand these to 2 people you believe would appreciate them.'

Encourage your current customers to buy gift vouchers. This is a brilliant way to make more sales AND get referrals.

Here's the great appreciation of this idea:

Write a letter to your customers and offer them a special deal - if they buy a gift voucher in the next 21 days, you'll add 20% value on top ... FREE!!! For example, if they buy a gift voucher for R1000, you'll write it out to the value of R1200.

The only condition is that the recipient must be someone new to the store, and their name and address must be on the gift voucher. Of course, you get to keep the details on file as well.

Hold a party to celebrate your customer buying from you - and invite their friends ... probably the best (and most fun) referral strategy there is. It works brilliantly with new homes, or home improvement products (pools, carpet etc).

Here's how it works:

After the customer buys, write them a letter that says 'Thanks for buying from us - and we hope you're delighted with every aspect of your new [x]. To celebrate, we'd like to throw you a party ... and cover the costs!! I'll call you tomorrow and get the names of people you'd like to invite, and a date & time that suits'.

You call, get the names and addresses, then mail invitations. Of course, in the process you're gathering details of possible referrals.

You pay for drinks and appetizers and organize the party. This will create great feelings and generate referrals.

To take the idea to the next level, show up halfway through with some extra drinks. While you're there, introduce yourself and network. You'll be amazed by the results, and the number of people who say 'oh, you're the [x] seller - I've been thinking about buying an [x] for years'.

Let your customers know in advance you'll be asking for referrals. Before you've sold anything, you can let your customers know that you'll be expecting referrals.

"Well NAME ... before we get into what it is you need, I'd just like to let you know how we work with our customers ... Would that be OK?" Then follow it up with ...

"We get about 80% of our business from referrals and I like to work with people like yourself. So, what I'd like to ask is that if you believe you get value from working with me you'll refer at least 2 people to me just like yourself. I'm not asking you for them now, but at some stage I'll ask you for them ... Would that be, OK?"

You may even find that by giving it to them and then taking it away they may want to give you some referrals up front.

Another simple tool to use here is to leave a form with your new customers on which they can fill out their referrals. Then you tell them that you'll be back to pick up their referrals in a couple of weeks. Make giving referrals a condition of doing business with you. If you really want to have a business that runs on just referrals then make it a rule.

You can introduce your 'referral rule' using a set of Commitment Statements. These set out what you'll do for your customers and then ask them to make certain commitments to you in return. One could be 'you agree to give us 3 referrals every year'.

You could even put an audio tape together that outlines how you work with your new clients, or you only accept clients who are referred to you by your current customers. They should already know the rules of doing business with you. If you're going to do this, you need to make sure your business is genuinely giving AWESOME service from the moment a client contacts you. It's also important that your customers aren't in competition with each other.

Putting on a seminar for your past clients and asking them to invite their friends. The secret here is to either bring in an expert your customers will know and respect or, pick a topic that they've been trying to find information about. Be sure to invite at least 5 or 10 times the number of people you want to attend and book a room that looks full with the number of prospects you expect to get.

Go for quality at the seminar, a good venue, a good speaker and nice refreshments. Give people a chance to ask questions on the night, and make sure they have the option of buying. And absolutely make sure you get everyone's name and details.

When you do the speaking yourself, get either a local newspaper to cover the event, your industry magazine, or take photos for your own customer newsletter. Structure the seminar so that it's about 80 or 90% information and about 10 or 20% selling. The idea is to position yourself as the expert, not the best sales people. People love to buy from experts as the trust level is much higher.

5. What Else Do You Need to Think About?

Use this section as a final checklist - once you're happy with the referral system you've chosen, run through and make sure you're ready to get started. Here are a few things you may not have thought of ...

Staff Training: Do your staff fully understand the strategy you've implemented? It's important that they understand the vital role they are to play in this strategy. If your newly referred customers come in and find anything less than the level of service you've promised your strategy will fail.

Gifts: Have you organized any gifts or vouchers that you've offered as incentives for people who refer their friends? You must ensure that your existing customers receive the product you promised. Ensure that you have an ample supply of printed vouchers or gifts in stock, and that they're sent on time.

Check Stock and Staff Levels: It's unlikely your strategy will bring in hundreds of people all at once (very few actually do), but you need to be prepared for a sizeable response. There would be nothing worse than having a rush of referred customers come in only to find you have no stock or are too busy to serve them. Plan for your strategy by making sure you cater for any increased demand.

Creating Powerful Offers

So, you've decided on the type of customer you want to do business with, and the strategy you're going to use. But what are you going to offer to get people to refer their friends? If your offer is not strong enough, your strategy won't get the results you desire.

What Is a Great Offer?

When thinking of what to offer your customers ask yourself, "Would the offer be good enough to make me respond?" If the answer is no, then go back to the drawing board. Without a great offer, you cannot achieve great results.

Another thing to consider when coming up with your offer, is the lifetime value of the people who respond to your strategy. Taking a smaller profit in the short term will generally work out better in the long run.

Here's some examples of powerful offers...

- **Free haircut** — For a hairdressing salon looking to increase its database
- **2 Steak Dinners and 2 Glasses of Wine** — for R300 Restaurant recruiting members for its VIP Club
- **1 New Release Video and a Large Pizza** — for R100 Video store promotion to recruit new members

All of these offers have a 'too good to be true' ring about them and are sure to get a great response. Weak offers will cause your ad to fail. Understand that your offer is the part of your ad that gets your customers to act now, and to buy from you rather than your opposition.

Here's some examples of weak offers...

- **10% Off** — This is not a big enough discount to generate interest. Of course, it will depend on the size of the purchase.
- **Call Now for Your Free Color Brochure** — So what? Everyone hands out brochures. Unless the product is something incredible, people won't respond.
- **Buy 9 and Get the 10th for ½ price** — No one would respond to this offer. It's too small.

Types of Offers...

Here are some possible offers that would be worth considering...

The Added Value with Soft Dollar Cost

Soft Dollar Cost refers to products, services or added extras that you can combine with your standard product to make it more attractive and increase its perceived value, but don't add much if anything to your costs.

For this strategy to be effective the added extra must have a high perceived value, in other words your customers must see the added benefit as being great value.

The Package Offer

By packaging products and services together you create a more marketable combination. There is a higher perceived value when products or services are packaged. Your customers will want to buy more, simply because of the extra products they get when buying a product they already want.

One of the best examples of a great package is computer equipment. Buy the hardware and receive the software for free. This style of offer is very attractive to potential customers.

Discounts vs. Bonus Offers

More often than not discounting will cost you profits. A far better way of clearing stock and generating extra trade is to have a 2 for the price of 1 sale. Or, try a buy one of these and get one of these FREE. The other way of putting this offer is every 10th purchase free, or when you spend R1000, we'll give you R200 of your next purchase.

Valued at Offer

If you are including a free item in your ad, make sure you value them. For example — RING now for your FREE consultation, normally valued at R1 500. This positions your time, product, or service much more than a simple free give-away that people won't value or appreciate.

Time Limited Offers

Place a time limit on your offer, it will dramatically increase the response rate because it gives people a reason to respond right now. Place urgency in your offer... For a short time only... Call before such and such... Only while stocks last. These will all create a sense of urgency in your consumer's mind.

Time Limited Offers

Using a guaranteed offer is a great way to boost the response to your ad. People will be far more willing to part with their money if you take the risk out of the buying decision. The better the guarantee you make the higher your response will be.

FREE Offers

Giving away something absolutely free (no catches whatsoever) is often a brilliant way to build a loyal customer base. Offer a “bribe” to get them in the door initially, then great service and products to encourage them to come back. This type of offer can reduce your “cost per lead” dramatically.

About the Author and Founder of **ActionCOACH**

Bradley J. Sugars

Professionally, nobody has created a bigger impact on Brad Sugars' life than Jim Rohn. As a teen, Brad scrimped and saved his allowance in order to afford tickets to a Rohn seminar, and despite being the youngest person in the audience, what he learned there has informed his own business practices and philosophies throughout his life.

Brad is internationally known as one of the most influential entrepreneurs. Brad is a bestselling author, keynote speaker, and the #1 business coach in the world. Over the course of his 30-year career as an entrepreneur, Brad has become the CEO of 9+ companies and is the owner of the multi-million dollar franchise **ActionCOACH**.

As a husband and father of five, Brad is equally as passionate about his family as he is about business. That's why, Brad is a strong advocate for building a business that works without you - so you can spend more time doing what really matters to you.

Recommended Reading List

“The only difference between you now and you in 5 years’ time will be the people you meet and the books you read.” — Charlie Tremendous Jones

“And, the only difference between your income now and your income in 5 years’ time will be the people you meet, the books you read, the tapes you listen to, and then how you apply it all.” — Brad Sugars

- 1. The Apprentice Billionaire’s Guide to Leads:** Create a Stream of New Prospects That Become Loyal Customers
- 2. The Apprentice Billionaire’s Guide to Profits:** Build a Steady Stream of Profits to Keep Your Business Growing
- 3. The Apprentice Billionaire’s Guide to Cashflow:** Turn On the Cashflow and Keep Your Business Booming
- 4. Instant Referrals** (Instant Success Series)
- 5. Instant Systems** (Instant Success Series)
- 6. Instant Advertising** (Instant Success Series)
- 7. Instant Team Building** (Instant Success Series)
- 8. Successful Franchising** (Instant Success Series)
- 9. The Business Coach** (Instant Success) (Instant Success Series)
- 10. Billionaire In Training** (Instant Success Series)
- 11. Instant Sales** (Instant Success Series)
- 12. Instant Repeat Business** (Instant Success Series)
- 13. Instant Promotions** (Instant Success Series)
- 14. Billionaire In Training: Build Businesses, Grow Enterprises, and Make Your Fortune** (Instant Success Series)
- 15. Pulling Profits out of a Hat: Adding Zeros to Your Company Isn’t Magic**
- 16. Buying Customers 2.0: Acquire More Customers With Less Money**
- 17. The Wealth Coach**

To order Brad Sugars’ products from the recommended reading list visit [amazon.com](https://www.amazon.com).

The 18 Most Asked Questions about Working with an **ActionCOACH**

...and 18 great reasons why you'll jump at the chance to get your business flying and make your dreams come true.

1. Who is ActionCOACH?

The concept of business coaching, as it is widely known today, was pioneered in 1993 by the founder of **ActionCOACH** Brad Sugars. More than two decades later, the company that started it all, is still on top. In fact, no franchise in the "business coaching" category is 10% of our size in total revenues. From a humble one-man-show operation to a multi-million enterprise, **ActionCOACH** continues to blaze the trail and serves as the business coaching industry's most innovative company.

ActionCOACH is the world's largest and most successful business coaching company. **ActionCOACH** is the fastest growing company of its kind in the world, with offices and Business Coaches in over 70 countries. From the start, **ActionCOACH** has been set up with you, the business owner, in mind.

As an alternative to conventional and costly consulting firms, **ActionCOACH** is designed to give you both short-term assistance and long-term training through its affordable and effective mentoring approaches.

After years of workshops, group coaching sessions and one-on-one coaching programs focused on our exclusive business building strategies, **ActionCOACH** coaches more than 18,000 companies per week and has attracted more than 100,000 clients and more than 1 million seminar attendees who will attest to the power of our programs.

Based on sales, marketing, and business management systems, **ActionCOACH** not only shows you how to increase your business revenues and profits (often quite dramatically), but also how to develop your business so that you, as the owner, can work less, relax more and enjoy business ownership.

Our Business Coaches have substantial business experience, and are fellow business owners who have invested their time, money and energy to make their own various business ventures successful.

Your success truly does determine our success.

2. Why do I need a Business Coach?

Every great performer, whether it is an athlete, business owner or entertainer, is surrounded by coaches or advisors. As the world of business moves faster and gets more competitive, it's difficult to keep up with all the changes in your industry, in addition to running your business every day.

Just like great athletes find success by following the lead of a coach with a winning game plan, more business owners than ever before are turning to Business Coaches to help develop a winning game plan for their businesses.

Why? First of all, it's very difficult to be truly objective about yourself. A Business Coach can be objective for you, and can see the "forest for the trees."

A sports coach will make you focus on the game and will make you run more laps than you feel like. A good coach will also tell it like it is and will give you small pointers about the game and your competition. A great coach will listen and guide you to success.

Likewise, a Business Coach will make you focus on your business and hold you accountable to the things you should do and to where you want your business to be. A good Business Coach will also be your marketing manager, your sales director, your training coordinator, your partner, your confidant, your mentor and your best friend.

More importantly, your **ActionCOACH** will help you make your dreams come true.

3. What's an Alignment Consultation?

Great question. It's where an **ActionCOACH** starts with every business owner. You'll invest a minimum of 2 to 3 hours and your **ActionCOACH** will learn as much as he can about your business, your goals, your challenges, your sales, your marketing, your finances, and so much more.

All with three goals in mind: To know exactly where your business is now. To clarify your goals both in the business and personally. And thirdly, to get the crucial pieces of information he needs to create your businesses Action Plan for the next 12 months.

Not a traditional business or marketing plan mind you, but a step-by-step plan of **ActionCOACH** that you'll work through as you continue with the Mentor Program.

4. What is one-to-one coaching?

Simply put, it's one of our most popular programs, and it's the only program in which your **ActionCOACH** will work with you one-on-one for a full 12-months to make all of your goals a reality.

From weekly coaching calls and goal setting sessions to creating your new marketing pieces, you will develop new sales strategies and business systems so you can work less and learn all you need to know to make your dreams come true.

Your monthly investment ensures your **ActionCOACH** will dedicate a minimum of 5 hours a month to work with you on your sales, marketing, team building, business development and every element of the ActionPLAN you created during your Alignment Consultation.

Unlike a consultant, your personal **ActionCOACH** will do more than just show you what to do; he or she will be with you when you need them most ... as each idea takes shape, as each campaign is put into place, as you need the little pointers to make things happen. Your **ActionCOACH** will also be there when you need someone to talk to, when you're faced with challenges, or most importantly, when you're just not sure what to do next.

Your **ActionCOACH** will be there every step of the way.

5. Why at least 12 months?

If you've been in business for more than a few weeks, you've seen at least one or two so-called "quick fixes" ... Most consultants seem to think they can solve all your problems in a few hours or a few days.

At **ActionCOACH**, we believe long-term success means not just doing it for you; it means doing it with you, showing you how to do it, working alongside you and creating success together.

Over the course of 12-months, you'll work on different areas of your business. Each month, you'll not only see your goals become a reality, you'll gain both the confidence and the knowledge to make it happen again and again—even when your first 12-months of coaching is over.

6. How can you be sure this will work in my industry and my business?

ActionCOACH is expert in the areas of sales, marketing, business development, business management, and team building... and, with literally hundreds of different profit-building strategies, you'll soon see how truly powerful our systemized approaches are.

Because you are the expert in your business and industry, together we can apply our systems to make your business more effective.

Because of our network of more than 1,000 offices around the world, there is not a business, industry or category our Business Coaches haven't either worked with, managed, worked in or even owned that is the same or very similar to yours.

Our extensive network means when you hire an **ActionCOACH**, you hire the full resources of the entire **ActionCOACH** team to find a solution for any and every challenge you may have. Imagine hiring a company with the collective knowledge of hundreds of experts ready to help you.

7. Won't this just mean more work?

Of course, when you set the plan with your **ActionCOACH**, it may seem a bit overwhelming, but no one ever said attaining your goals would be easy.

In the first few months, it will take some work to adjust to your new plans ... but the further you work into the program, the less work you'll actually have to do.

You will, however, be amazed at how focused you'll be and how much you'll get done.

With focus, an **ActionCOACH**, and most importantly the **ActionCOACH** systems, you'll be achieving a whole lot more with the same or even less work and effort.

8. How will I find the time?

Again, the first few months will be the toughest, not because of an extra amount of work, but because of how differently you'll work. In fact, your **ActionCOACH** will show you how, on a day-to-day basis, to get more work done with much less effort.

In other words, after the first few months you'll find that you're not working more, just working differently. Then, depending on your goals, from about month six onwards, you'll start to see the results of all your work; and if you choose, you can start working less than ever before. Just remember, it's about changing what you do with your time... NOT putting in more time.

9. How much will this cost?

Your investment will depend on the size of your business and the scope of our undertaking together. Your **ActionCOACH** will work this out with you so it will be appropriate for your business and the goals you want to achieve.

You'll find having an **ActionCOACH** is just like having a marketing manager, sales team leader, trainer, recruitment specialist and consultant—all for one nominal investment.

Everything you do with your personal **ActionCOACH** is a true investment in your future. Not only will you begin to create great results in your business, but you'll end up with an entrepreneurial education that is second-to-none. With that knowledge, you'll be able to repeat your business success over and over again in other ventures.

10. Will it cost me extra to implement the strategies?

Again, give your **ActionCOACH** just a half-hour and you'll be shown how to turn your marketing into an investment that yields sales and profits rather than just running up your expenses ...

We have a system that works. We know how to achieve our goals and can now leave our business and go on lengthy holidays.

In most cases, an **ActionCOACH** will actually save you money when that coach discovers areas that aren't working for you or your business. For some marketing programs, you will need to spend some money to make some money.

Yet, when you follow our simple testing and measuring systems, you'll never risk more than a few dollars on each campaign.

And when we find the campaigns that work, we make sure you keep profiting from them time and again.

Remember, when you default to the accounting way of saving costs, you can only add a few percentage points to your bottom line ...

Following the **ActionCOACH** formulas, your returns from your sales and marketing can be exponential.

11. Are there any guarantees?

Yes! As the leading coaching company in the world, we are also the only coaching company of any kind to guarantee our work... and that you will get results!

Remember, though we are still your Business Coach... and we can't do your work for you. You're still the player, and it will always be up to you to take the field.

We will push you, cajole you, help you, be there for you, and even do some things with you... but in the end you've still got to do the work. Ultimately, only YOU can ever be truly accountable and responsible for your own success. We will guarantee to provide the best service and support available, to answer your questions and challenges promptly, and offer you the most current and appropriate processes and approaches.

Finally, we are fully committed to helping you become successful (whether you like it at the time) or not.

That's right. Once we've helped you set your goals and create your plan, we'll do whatever it takes to make sure that you achieve your goals... at the same time promoting a balanced lifestyle as an overriding theme in all we do.

This is to ensure you never compromise either the long-term health and success of your or your company, or your personal values and what's most important to you.

12. What results have other business owners seen?

Everything from owners previously working 60 hours a week down to working just 10 ... right through to revenue increases 100's and even 1,000's of percent. Our results speak for themselves, and are highlighted by specific examples featuring real people with real businesses... getting really great results.

There are three main reasons why this will work for you and your business. First, your **ActionCOACH** will help you get 100% focused on your goals and the step-by-step processes to get you there. This focus alone is amazing in its effect on you and your business results.

Second, your **ActionCOACH** will hold you accountable to get things done, not just the day-to-day running of the business, but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there.

Third, your **ActionCOACH** is going to teach you as many of our 328 profit building strategies as you may need.

So, whether your goal is to make more money, or work less hours ... or, both ... within a period of the next 12-months your goals can become a reality.

But don't take our word for it. Just ask any of the thousands of existing **ActionCOACH** clients, or check out the results on our website, actioncoach.com.

13. What areas will you coach me in?

We will work with you in five key areas and the emphasis in each will depend on you, your business, and of course, your goals.

These key areas are:

- **Sales** – The backbone for creating a profitable business, and one of the areas we'll help you get spectacular results in.
- **Marketing & Advertising** – If you want to make a sale, you've first got to find a prospect. Over the next 12 months your ActionCOACH will teach you amazingly simple, yet powerful, streetwise marketing techniques and approaches that will drive profits.
- **Team Building & Recruitment** – You'll never just wish to find the right people again. You'll have motivated, passionate, enthusiastic, and loyal team members for your business when your **ActionCOACH** shows you how.
- **Systems & Business Development** – End the hopeless cycle of “the business running you” and begin running your business. We will show you the secrets of having your business “work”... even when you're not there.
- **Customer Service** – Discover how to deliver your product or service consistently, making it easy for your customers to buy and leaving them feeling delighted with your service. Learn new ways to motivate your current customers to give you referrals and to ensure their repeat business. These are just two of the many strategies we will teach you.

14. Can you also train my people?

Yes... in fact, we believe that training your people is almost as important as coaching you.

Your **ActionCOACH** can provide you and your business with many different training modules, including **TeamRICH**, **SalesRICH**, **PhoneRICH** and **ServiceRICH**. You'll be amazed at how much enthusiasm and commitment comes from your team as they experience each of our training programs.

15. Can you write ads, letters, and marketing pieces for me?

Yes... your **ActionCOACH** can do it for you. Your **ActionCOACH** can also train you to do it yourself, or simply critique the marketing pieces you're using right now ...

Should you want us to do it for you, you won't get just one piece. We'll design several for you to take to the market to test which one is the best performer.

If it's just a critique you're after, we'll work through your piece and offer feedback in terms of what to change, how to change it and what else you should do to make it effective.

Finally, we can recommend a variety of books or resource materials which provide a "home study" opportunity for you so you'll know how to do it yourself next time.

16. Why do you also recommend books and videos?

We do this to save you both time and money. You can learn the basics in your own time so when we get together we'll be working on higher level implementations rather than the basics.

It's also a very powerful way for you to speed up the coaching process and get phenomenal—rather than just great—results.

17. When is the best time to get started?

Right now! Before you take another step, waste another dollar, lose another sale, work too many more hours, miss another family event, or forget another special occasion, you need to contact **ActionCOACH** today.

Far too many business people wait and see—mistaken in thinking that working harder will make everything better. Remember, what you know got you where you are today. To get where you want to go, you've got to make some changes and most likely, you'll have to learn something new.

There's no time like the present to get started on your dreams and goals.

18. How do we get started?

First... you need to get back in touch with **ActionCOACH** and complete our online form to [Find-a-Coach](#).

Next, you'll need to invest a few hours showing your Coach everything about your business. Together you'll get a plan created—and then the work really starts!

Remember, it may seem like a big job at the start, but with an **ActionCOACH**, you're sharing the load.

Together, we'll achieve great things!

Here's what others say about what happened after working with an **ActionCOACH** Business Coach

Eilish Nolen—A complimentary coaching session

“Having a complimentary coaching session with Dr. Michael Hartley (ActionCOACH Austin) was insightful. He provided me with some core steps on how to successfully lead and manage a team. Highly recommend.”

Janice Simmonds-Fisher—Start today, and watch your business grow.

“My coach in Jamaica, Marcia is amazing. As a physician, I struggled with the day to day running of a practice and only enjoyed the Clinical work. Marcia empowered me with the systems, strategies and tools to systematize, digitize my business, myself and my team. The investment pales in comparison with the peace of mind, extra time and confidence that comes from a well run business. Please invest in your future and get the support to take your business to the next level.”

Paul Codd—Experience & Passion

“I have had several dealings now with ActionCOACH's Hugh Bowman from Geelong, Australia. Hugh is an extremely dedicated and experienced business coach who can really add enormous value to sales focused businesses. I would have absolutely no hesitation in recommending him to small to medium sized businesses across virtually all industries.”

Nick Rose—The Best Coaching Service in Guyana

“ActionCOACH team provides you with guidelines and the right tools needed to elevate yourself & business. They are always reachable even beyond their official working hours to assist you. Once you become apart of ActionCOACH, you become family.”

Maki Ramen—Alan Smith, Business Coach extraordinaire

“I have been with Alan 3 months and throughout this short period, he has already helped me increase my business to the next level.

The advice that he has given is valuable, most importantly, he has brought me into a millionaire mind set. Also, I have been surrounded by positive business people which has encouraged me to venture in the world of success.

I look forward for the future sessions with Alan Smith as they have greatly benefited with me and continue to widen my perspective on the business industry.”

Adam Davidson—BoConcept Scotland

“ActionCOACH is now an essential part of my business. Working with Andy Goldberg in Glasgow has been an eye opener and helped me ‘fix’ many areas of my business. The work on what I do and more importantly don’t do is invaluable. Something as simple as putting a guarantee in place has made a huge difference to the confidence our customers have in us and our designs”

Sally Butters— *he best support for business growth*

“I’ve been working with ActionCOACH for 3 years across two small businesses. My coach, Tim Rylatt, works with my business partner and I for one hour once a month to keep us on track with our 90-day plan. You use a finance expert for your accounts so why wouldn’t you use a business management expert to keep you on track with your business growth?”

All I’d say to business owners out there is look for your local ActionCOACH and see if they are running a free seminar. They regularly have them on and it’s a great way to see if business coaching could be for you!”

Amy Packer— *Why wouldn’t you have a coach?!*

“Having come from a hair and beauty background and not having any formal training in business myself meant that if I wanted to succeed I needed a coach. All good sports teams have a coach so why not one for business? After all they know what they’re talking about. Having a coach means I am looking at the relevant figures for my business and monitoring the areas I need to. I have found my ActionCOACH to be a fountain of knowledge and always on hand when I need advice. I would urge anyone who runs their own business to have a coach. It’s been the best decision I have made.”

Stockton Builders— *Like a CliffsNotes to Success!*

“Running a business is tough. Figuring it out alone is even worse. That is why we chose Joe with ActionCOACH. He has increased our sales tremendously, asked us the tough questions that has motivated us past what we thought we could do on our own! He is excellent at what he does, and he has years of experience in the business world that he shares, which has helped us follow the right paths. Get ready to grow and get ready to thrive with Joe on your team!”

Julie Wong

“Excellent my coach Luke Kay has helped me transform my business into a profitable one that operates without me.”

Andrew Laws—Objective accountability that is valuable

“I have been working with ActionCOACH Nik Gray (in Ipswich, Suffolk) for about a year and would happily recommend him. Nik keeps me honest with myself and focused on my business. As the leader of a company there aren't naturally many opportunities for people to challenge strategy or offer frank views on decisions made at the top (although there should be!). So having a regular meeting with my coach gives me the opportunity to pause and dig deeper into the decisions I'm making. My ActionCOACH is invested in the success of my business, but it's not 'his' business, and this gives him an unbiased viewpoint where I might struggle to maintain objectivity.”

Henry Laker

“Working with Tim Rylatt as my business coach has been a game changer. He has not only coached me in making changes to my business that have made a staggering difference to my net profit but has also helped me to plan the actions needed to evolve my business to an entirely different level. Tim works with me to ensure that those actions deliver the results needed to achieve my goals. I would recommend Tim to any business owner looking to achieve growth in their business and increase their profits.”

How do I become an **ActionCOACH** Business Coach?

If you choose to invest your time and money in a great business and you're looking for a white-collar franchise opportunity to build yourself a lifestyle, an income, a way to take control of your life and, a way to get great personal satisfaction.

Then you've just found the world's best team!

Now, it's about finding out if you've got what it takes to really enjoy and thrive in this amazing business opportunity.

Here are the 4 things we look for in every ActionCOACH:

1. You've got to love succeeding

We're looking for people who love success, who love getting out there and making things happen. People who enjoy mixing with other people, people who thrive on learning and growing, and people who want to charge an hourly rate most professionals only dream of.

2. You've got to love being in charge of your own life

When you're ready to take control, the key is to be in business for yourself, but not by yourself. Action's support, our training, our world leading systems, and the backup of a global team are all waiting to give you the best chance of being an amazing business success.

3. You've got to love helping people

Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an **ActionCOACH** Business Coach really is.

4. You've got to love a great lifestyle

Working from home, setting your own timetable, spending time with family and friends, knowing that the hard work you do is for your own company and, not having to climb a so-called corporate ladder. This is what lifestyle is all about. Remember, business is supposed to give you a life, not take it away.

Our business is booming and we're seriously looking for people ready to find out more about how becoming a member of the **ActionCOACH** business coaching team is going to be the best decision you've ever made.

Apply online now at southafrica.actioncoach.com

1. **We Guarantee** to get results, and that you'll be able to "Find our Fee" in your business within 17-weeks of **ActionCOACH** coaching your company... or your coaching is **FREE!**
2. **We Guarantee** to tell the truth about you and your business ... no matter how uncomfortable it may be, or how hard it is to share with you the realities of your business and the changes you need to make ...
3. **We Guarantee** you a "business re-education" that shows how your business really works and how to successfully grow your company... as well as how to apply your new knowledge to any business situation.
4. **We Guarantee** complete confidentiality...
5. **We Guarantee** a personalized approach to your business...
6. **We Guarantee** a proven system and methodology that is designed to multiply profits in your business, with complete access to our proprietary system of coaching strategies, systems, programs and services...
7. **We Guarantee** to show you how **ActionCOACH** defines business success, and how to build a commercial, profitable enterprise that works without you.



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