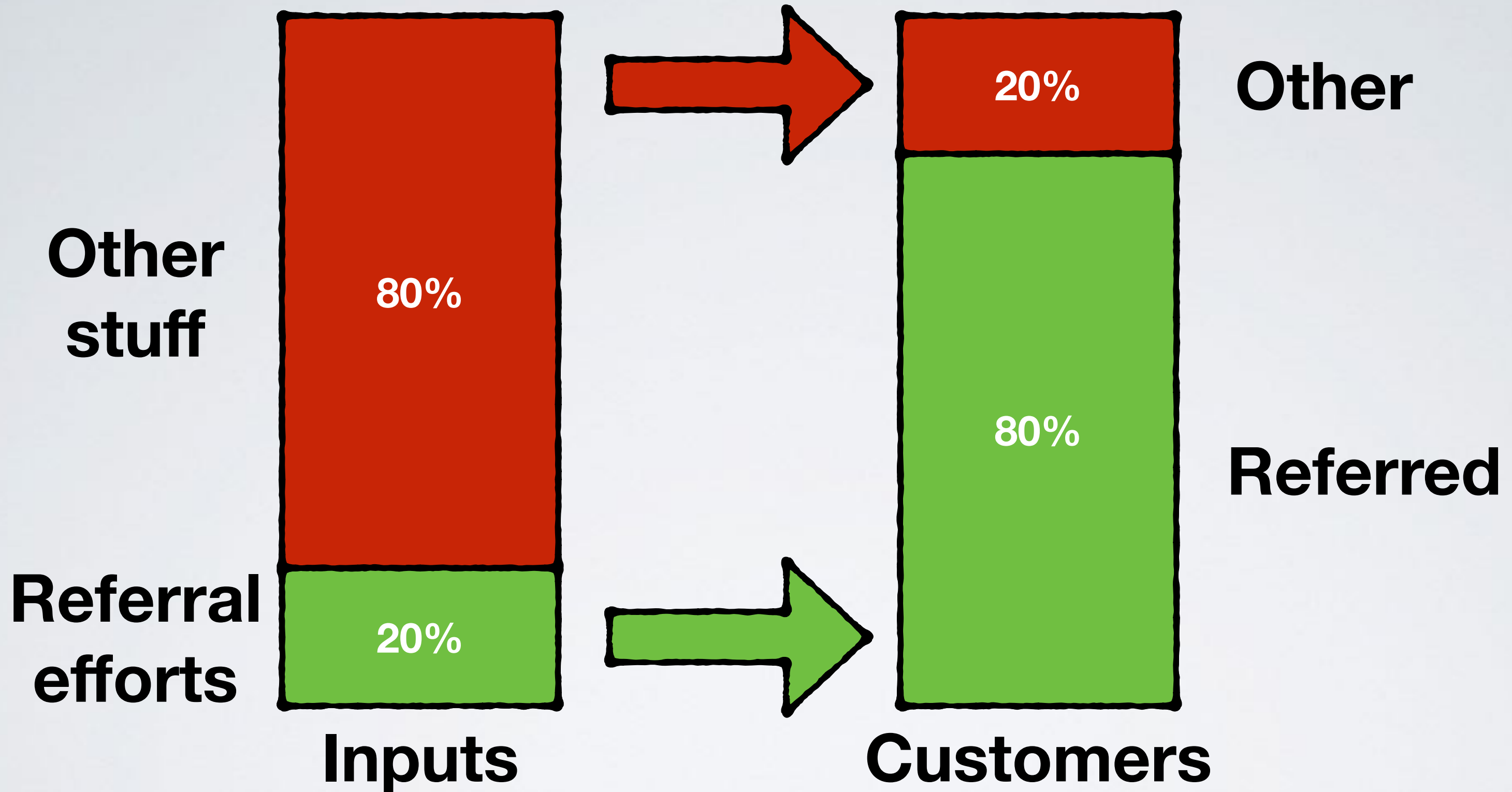


The Non Stop Referral Pipeline



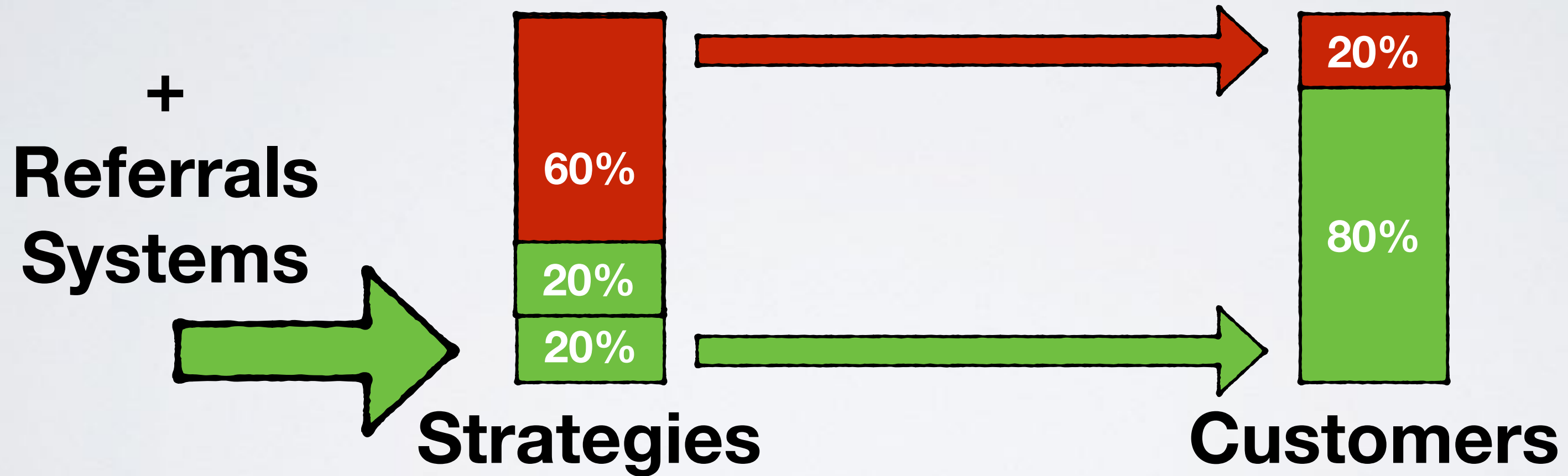


Why are referrals so good?

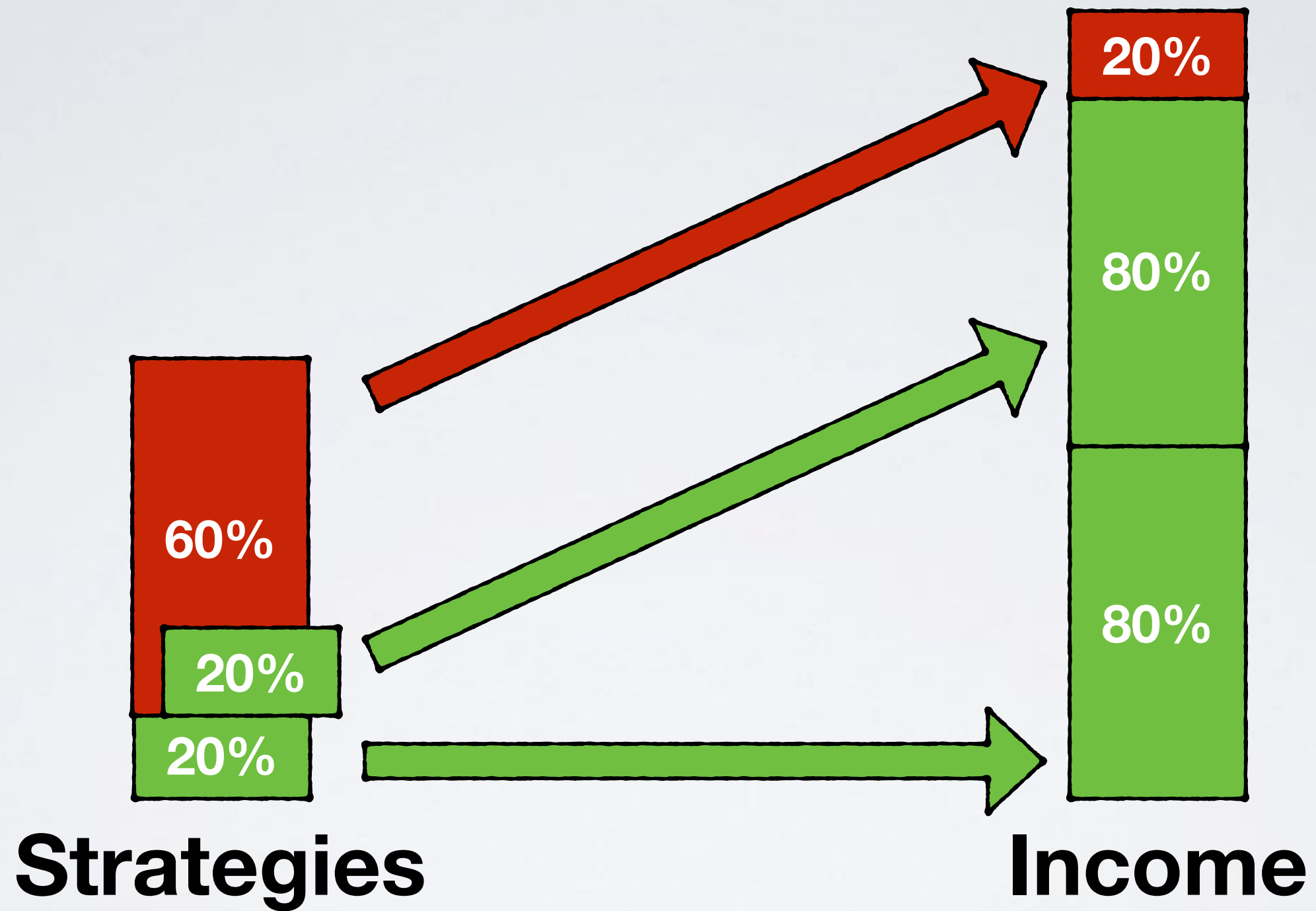


WHERE PROJECTS COME FROM

What if...



FOCUS ON THE 20%



FOCUS ON THE 20%

	Clients			
Marketing	20%	80%	20%	60%
Referrals	80%	20%	80%	40%

Reason #1

200% Referral Rate

Gold

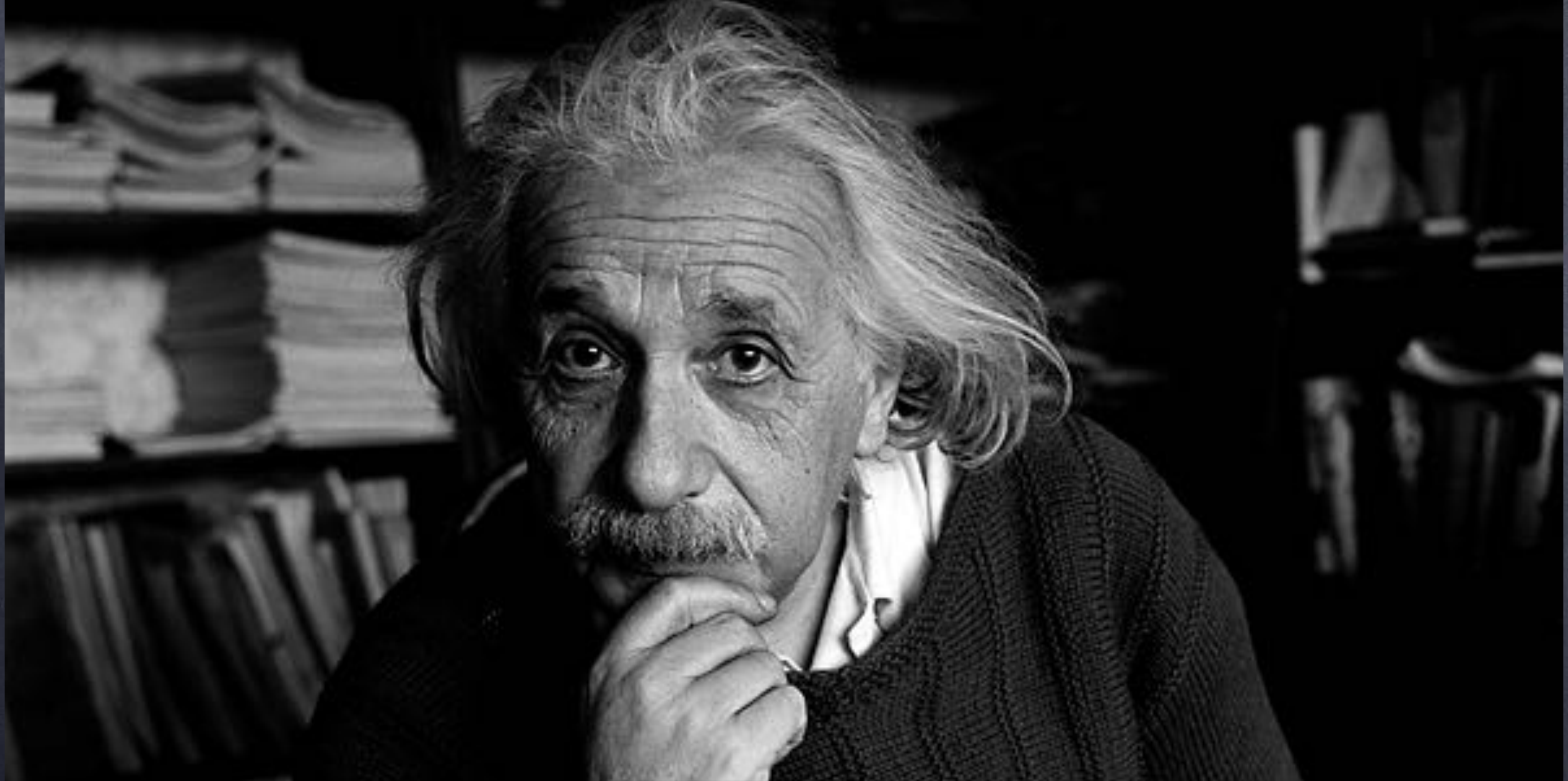
100% Referral Rate

Silver

50% Referral Rate

Bronze

Objective



The physics of referrals

How much is a new client really worth?

\$10,000 fee per project
+ two referrals
\$30,000

200% Referral Rate

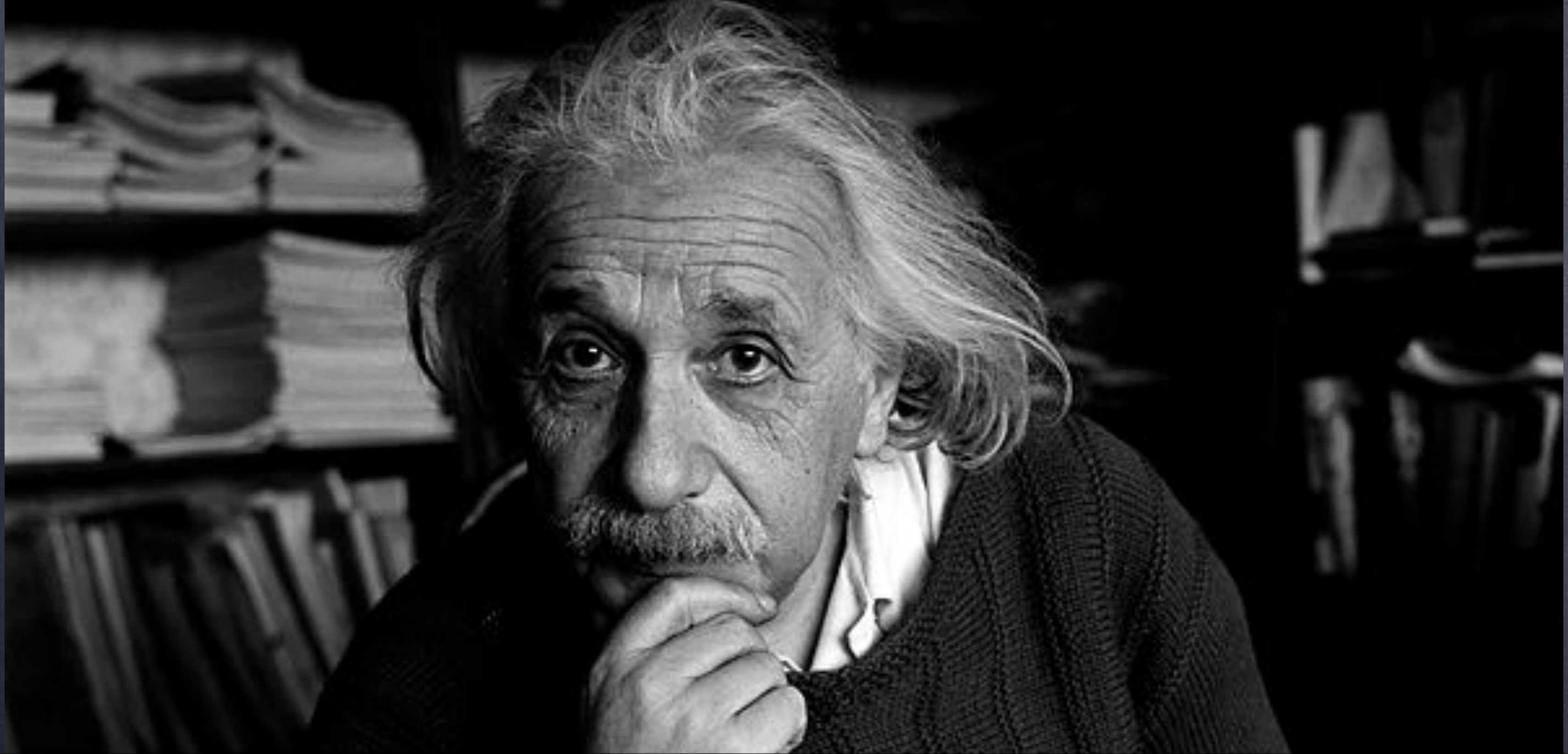
Gold

Imagine



But aren't we
forgetting
something?

***What about the referrals
...from the referrals?***



***'Compound interest is the 8th wonder of the world.
She who understands it, earns it ... she who doesn't pays it'***

Imagine



200% Referral Rate

Gold

100% Referral Rate

Silver

50% Referral Rate

Bronze

Objective

1. Referral price
2. Referral upgrade
3. Referral Identity
4. Referral club
5. Referral Rewards

Strategies

6. Dream Team
7. Project planning workshop
8. Asking
9. Referral Email
10. Remarkable client experience

Strategies

11. Neighbourhood bulletin sheet
12. Client awards night
13. Referral pack
14. Site signage
15. Premium party
16. Your referral reward

Strategies



1. REFERRAL PRICING

“

Would you like the
'normal' price or the
'referral' price?

”

Option 1 Referral Price

	LCC		
	Basic	Gold	Full monty
Item A	✓	✓	✓
Item B	✓	✓	✓
Item C	✗	✓	✓
Item D	✗	✗	✓
Normal price	\$\$	\$\$\$	\$\$\$\$
Referral price	-10%	-10%	-10%



Implementation

1

Raise 'normal'
Price 10%

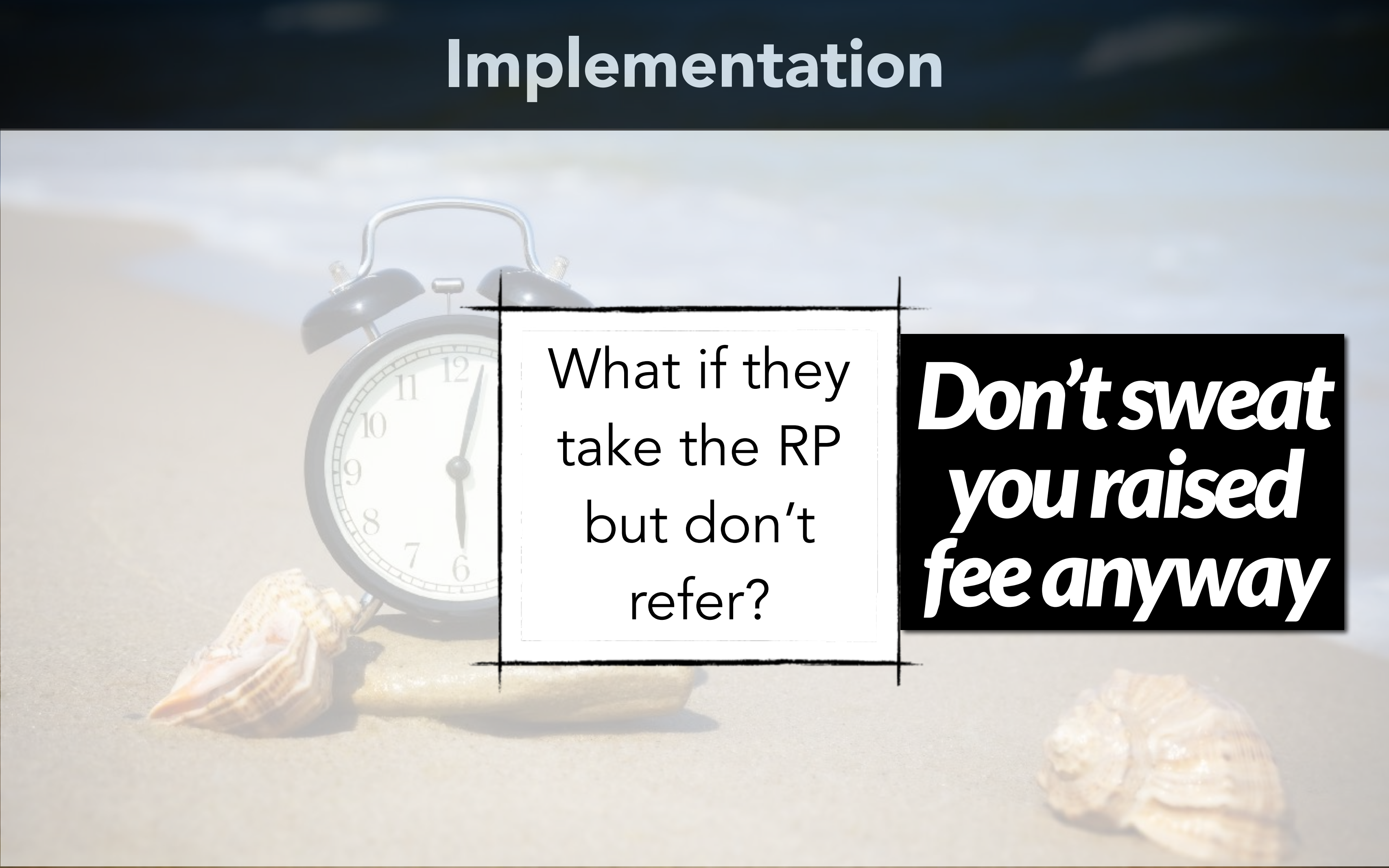
2

Referral price
is 10% less
than 'normal'
price

3

Let client
choose

Implementation

The background of the slide is a soft-focus photograph of a beach. In the center-left, there is a black alarm clock with a white face and black numbers, resting on the sand. To its left and right are several seashells of various shapes and colors, including a large, light-colored shell in the foreground. The overall lighting is bright and airy, suggesting a sunny day.

What if they
take the RP
but don't
refer?

***Don't sweat
you raised
fee anyway***

3

key points

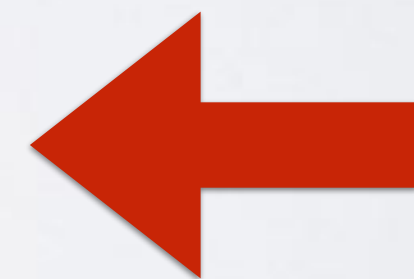


2. REFERRAL UPGRADE

2 'Referral Upgrade'

Item A
Item B
Item C

Basic	Referral
✓	✓
✓	✓
✗	✓
\$\$	\$\$\$



3

key points



3. REFERRAL IDENTITY



Most powerful force in the
human mind is the need to
stay consistent with how
we define ourselves



- Tony Robbins



Super hero



Chump



Competitor



Fence Sitter

???

Over weight

???

Lucky

???

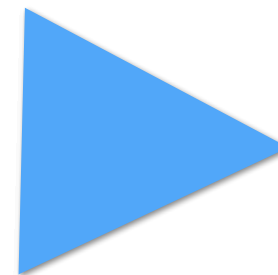
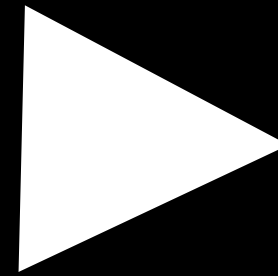
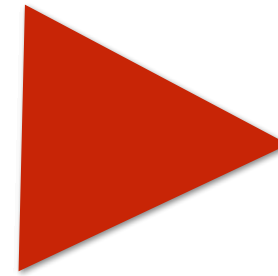
Popular

???

Local or global player

Thermostat - 20 degrees

(Comfort Zone NOT Your goal)



“

Most powerful force in the human mind is the need to stay consistent with how we define ourselves

”

- Tony Robbins

“ I want...” ”

“

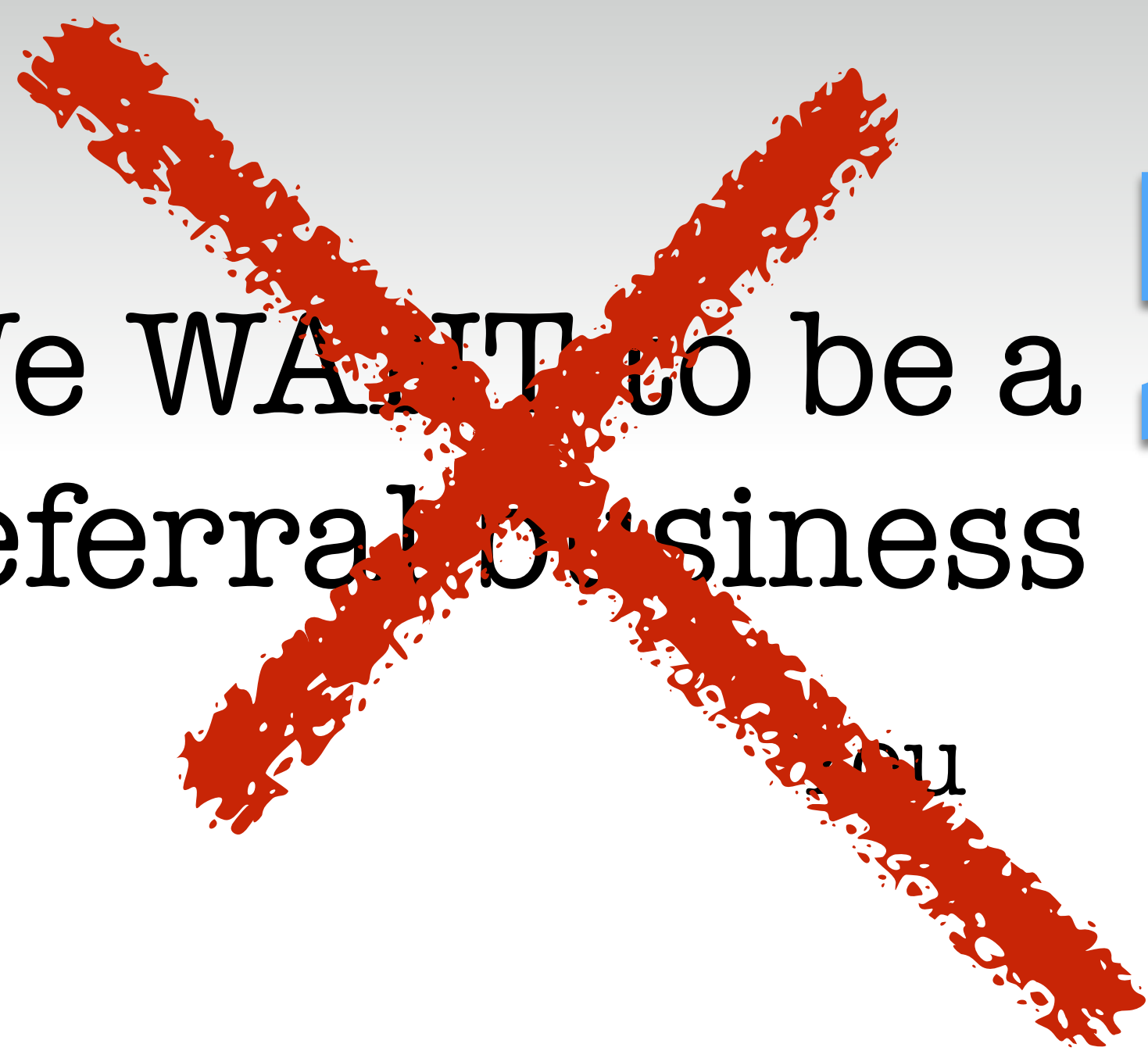
I am...

”

“

We ~~WANT~~ to be a
referral business

”



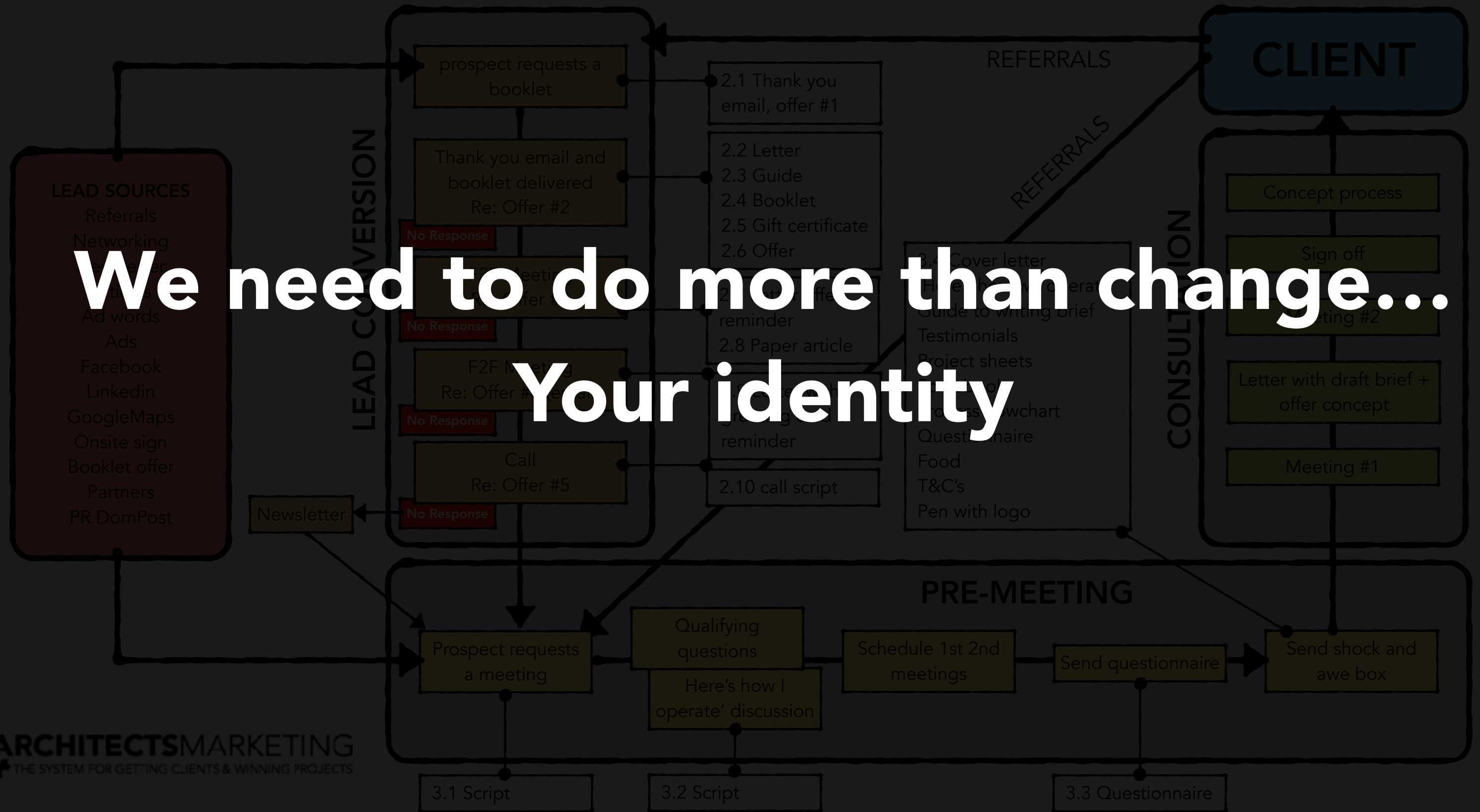
“

We ARE a
referral
business

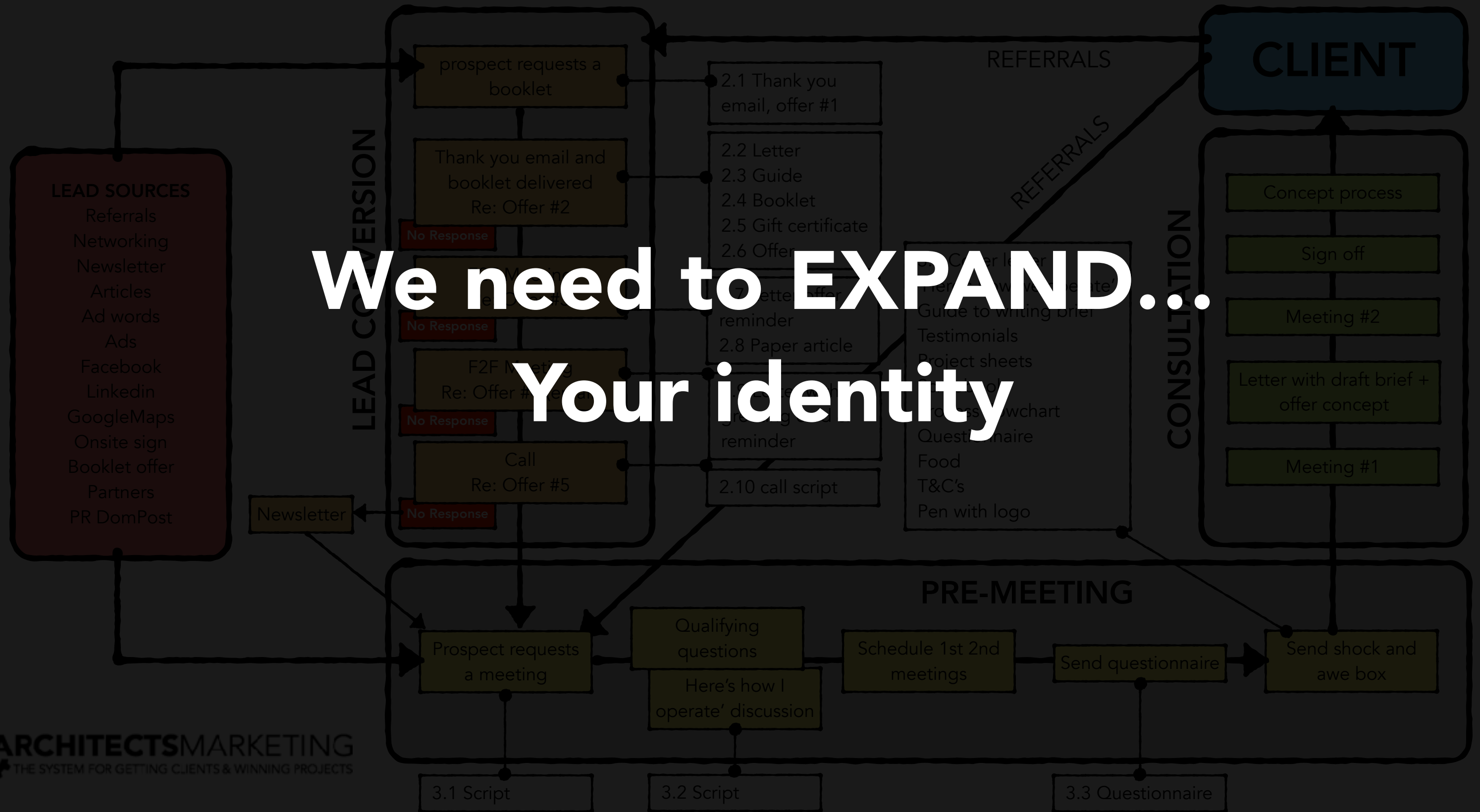
”

You

ARCHITECTS MARKETING SYSTEM



ARCHITECTS MARKETING SYSTEM



ARCHITECTS MARKETING SYSTEM



“

We are a
referral business

”



Imagine you crossed the
bridge and on the other side
was a 100% referral business



Bad clients 'refused'
Access to you by 'referral only'
Higher fees/prices
Better service
>> You work less and earn more



Script...

'We are proud to be a referral business.
We used to advertise but our clients where
sending us more clients than any advertising'



Implementation...

Introduction

1. Get the Leads

2. Get the Meeting

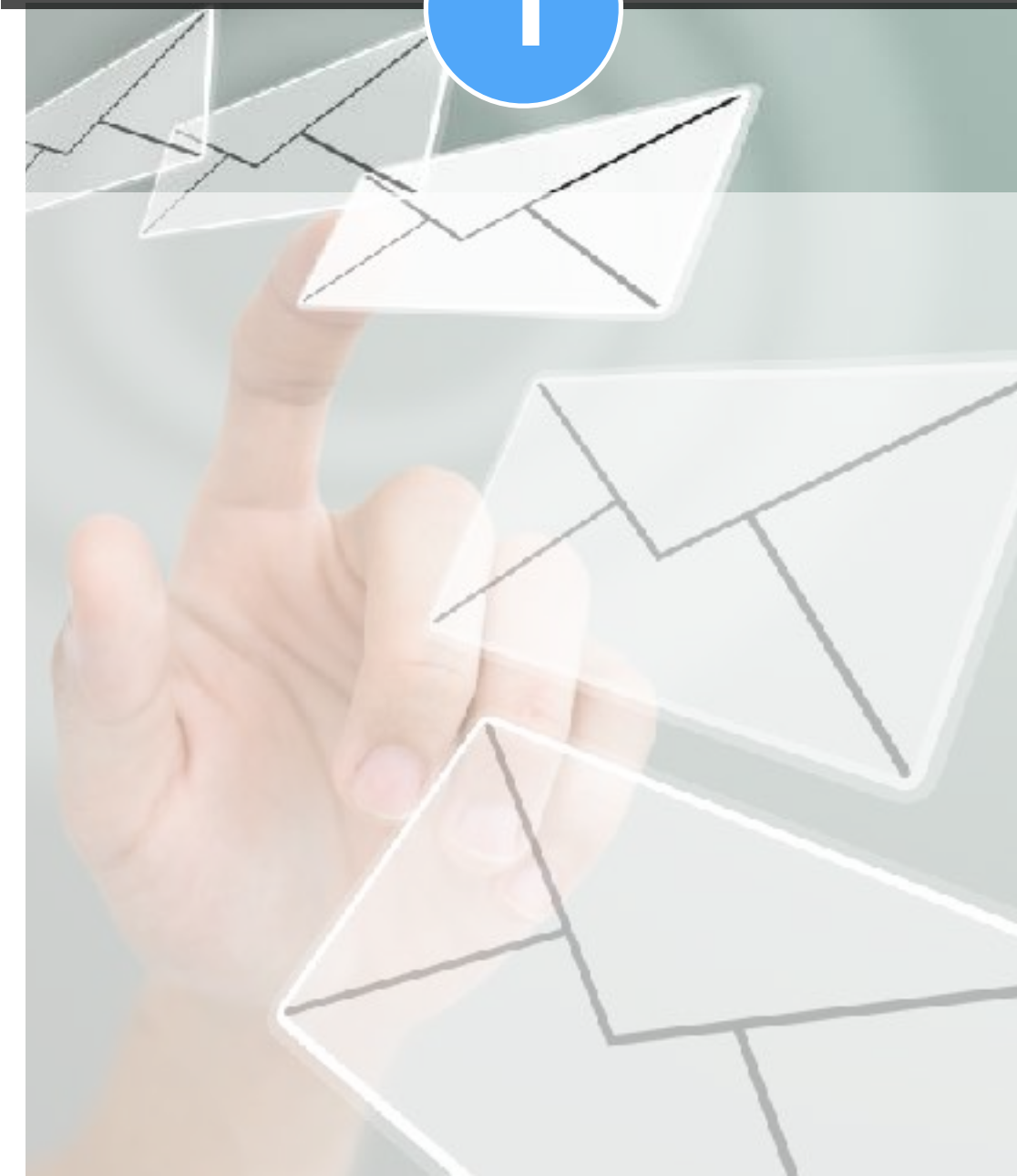
3. Get the Client

Implementation

WHERE?

Email Signature

1



Website

2



Newsletter

3



WHERE?

Signage

4



Conversation

5



Staff

6



WHO?

You

1



Clients

2



Staff

3



3

key points



4. REFERRAL CLUB.

How

1. BNI works ok but is too broad
2. Form your own construction based referral group
3. Make sure you have a range of resources of to make you referable
4. Meet monthly


3

key points




5. REFERRAL REWARDS

“



Earn Credit ×



Get \$50 off your next box when you refer a friend to try HelloFresh!

Your Promo Code
RICHAR15

[EMAIL INVITE](#)

”

Options

1. Referral Swap

2. Reward

3. Unexpected Gift

So...

Birds of a feather flock together...
if there is one there may be many.

Do Not Believe Them...

'You didn't need to do that'

The builder story...

You better thank them profusely
at the very least.

Value

1. Referral Swap

2. Reward

3. Unexpected Gift

What



You refer to them, they refer to you no one owes anyone anything. Everyone wins.

Who

Dream Team

Partners where you both benefit
roughly evenly

Value

1. Referral Swap

2. Reward

3. Unexpected Gift

Example

IT PAYS TO TRADE WITH HARVEY FURNISHINGS



NZ'S TRUSTED CURTAIN & BLIND
MANUFACTURER FOR OVER 60 YEARS

TPB THE PROFESSIONAL
BUILDER

EXCLUSIVE OFFER

Give 15% discount
Get 5% rebate

BENEFITS OF JOINING THE TRADE PROGRAM

-  **DELIGHT YOUR CLIENTS**
With 15% discount off retail prices
on custom made curtains & blinds
-  **EARN 5% CASHBACK**
For every \$1000 spent, you'll earn
\$50 (5%) cashback, which will be
paid out annually

JOIN NOW ►


HOW IT WORKS...

- 1** Click join now and submit
your details
- 2** Harvey Furnishings will
contact you to set up a trade
account
- 3** Start earning! Every \$1000
spent, whether that be
directly through your
trade account or from a
referral = \$50 back to you!




Harvey Furnishings | harveyfurnishings.co.nz | 0800 00 88 80
WHANGAREI • AUCKLAND • HAMILTON • TAURANGA • PALMERSTON NORTH

“



Earn Credit ×



Get \$50 off your next box when you refer a friend to try HelloFresh!

Your Promo Code
RICHAR15

[EMAIL INVITE](#)

”

What

Commission you pay for referral

Benefit you give for referral

sometimes known as a 'bribe'

Who

For people who have access to your ideal clients and will respond well to a pre agreed commission/reward.

Who

- Past clients
- Financial services
- Lawyer
- Business coach
- Interior designer

Reward \$20



From 1Cover NZ
To Mrs Julia Petrie
Date 2018-10-03 21:25

Travel Insurance You Can Count On.
You've received this email because you enquired about 1Cover Insurance.



0800 000 333



Refer A Friend. Get a \$20 Gift Card.


Do you know someone traveling soon? A friend, family member, or colleague perhaps. Tell them about 1Cover and we'll send you a \$20 Whitcoulls Gift Card for every person who buys a policy. The more people you tell, the more gift cards you earn.

[REFER FRIENDS](#)

Reward Gift Vouchers

wiggle
.co.nz





CYCLE RUN SWIM TRIATHLON OUTDOOR SALE

 **GET FREE GIFT VOUCHERS
WITH REFER A FRIEND**

Hi Richard,

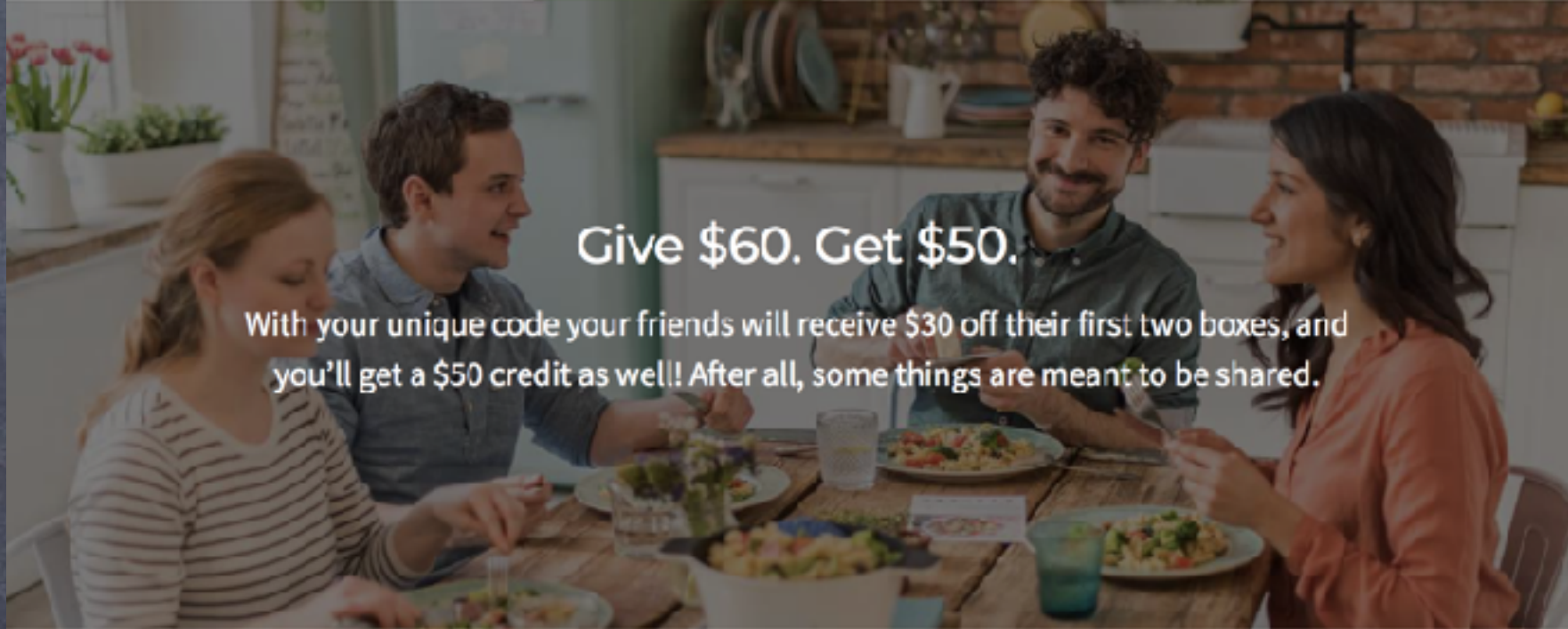


Did you know, if you refer a friend to Wiggle, you'll get 10% of their first order in vouchers and your friend will get a \$20 Wiggle voucher (when they spend over \$120)?

Getting your voucher is easy, all you need to do is:

- 1**  Invite your friend
- 2**  Your friend receives an invite & places an order over \$120
- 3**  You get a voucher worth 10% of your friend's first order
- 4**  Your friend gets a \$20 voucher

Kind regards,

Reward \$50



Give \$60. Get \$50. | Send Freebies

Give \$60. Get \$50.

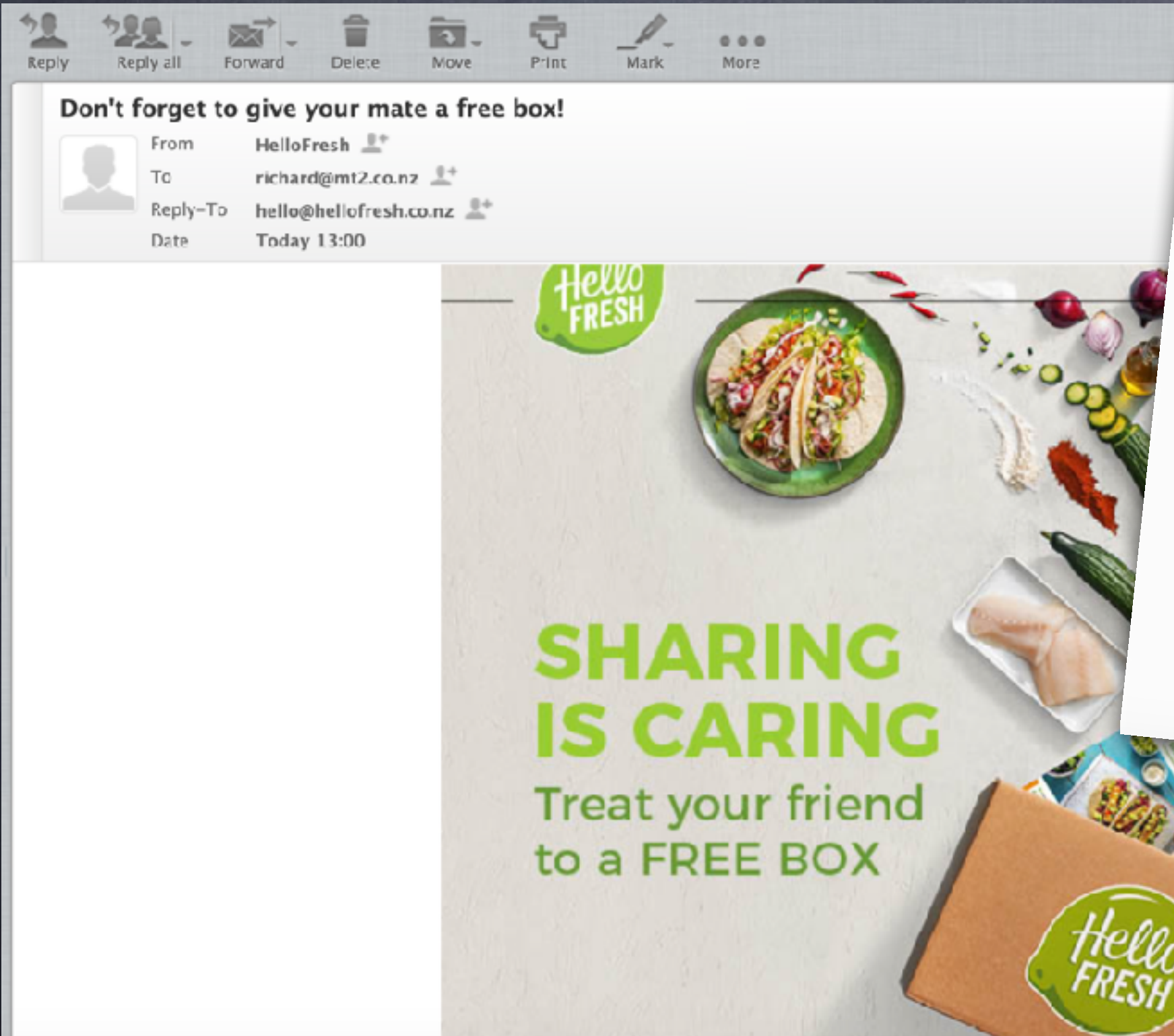
With your unique code your friends will receive \$30 off their first two boxes, and you'll get a \$50 credit as well! After all, some things are meant to be shared.

Send your friends an email invite

Your friend's name

Your friend's email

Gift for friend



Hey richard

Just a friendly reminder that if you'd like gift a friend (or a few!) a FREE box of HelloFresh, this delicious deal lasts until **midnight tonight!**

Don't want to let those you care about miss out? Just click the button below, enter their emails then await the many thank you notes you'll no doubt receive.

Treat your friends




Questions?

If you need to contact us with questions or concerns, please click [here](#).

Gift for friend reward for you

Get rewarded for every friend you refer. Dinner's on us!



From HelloFresh 
To richard@mt2.co.nz 
Reply-To hello@hellofresh.co.nz 
Date Sat 19:09



Mechanism


YAY! Send your friends a FREEBIE!

Get your friends and loved ones started on the HelloFresh experience by sending them a free week.



Send your 2 invites now

Your friend's name

Your friend's email

SEND INVITE

Invite History

Simple Process

How it Works

1

Send one of your exclusive promo codes for 3 meals for 2 people to a friend to try us out.

2

Your friend joins HelloFresh and selects meals they want to cook.

3

The meals arrive on the day your friend chooses, and hopefully you get invited over.

HELLOFRESH

[HelloFresh Group](#)

[Careers](#)

[Recipes](#)

HELP CENTRE

[Support](#)

[Contact](#)

[Download our app](#)

Value

1. Referral Swap

2. Reward

3. Unexpected Gift

What



Gift/reward you deliver after a referral has turned into a client.

Who

They don't want to be seen as being 'bribed' but they don't mind being unexpectedly rewarded.

- Clients
- Friends

***Unexpected gift should be
your worst kept secret***

Photos in newsletter

Posted on Facebook/Instagram site

*

3

key points

Refer one person to our initial marketing training or monkeys fist

You win

If they become a SIX member you get TWO month mastermind membership

They win

You just need your own unique url so we can track referral back to you

We win

Ambassadors club



6. DREAM TEAM

Postcard

Download our **Dream Team Directory** of Trusted Building Professionals

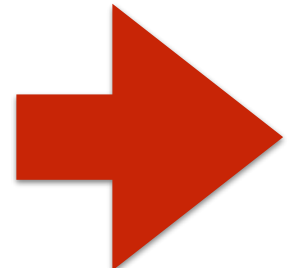


About our Dream Team Directory:

Understanding WHAT to do is one obstacle and working out WHO can help you is another.

On a daily basis, our team receives requests for us to recommend design professionals. To make this process easier, I have listed the design professionals that we trust for specific types of projects. Not only do they do a great job, but they provide excellent advice, as well. These are the experts we trust explicitly.

[Name]



Download our Dream Team Directory »

Landing page

Do not consider selling your business without the right advice

Download our **Dream Team Directory** of Trusted Building Professionals

03. My Project Expert Directory

Our Personal Directory of Trusted Professionals

"It's not WHAT you know. It's WHO you know."

Who Are These Experts?

Understanding WHAT to do is one obstacle and working out WHO can help you is another.

On a daily basis, our team receives requests for us to recommend design professionals. To make this process easier, I have listed the design professionals that we trust for specific types of

projects. Not only do they do a great job, but they provide excellent advice, as well. These are the experts we trust explicitly.

If you have other questions about your project, don't hesitate to reach out to me. If I can't answer your question, then I'll direct you to someone who can.

Profession	Name	Company	Contact Details
<input type="checkbox"/> Architect	Richard Petric (Mr)	Petric Architects International	(121) 454-7810 richard@petricarchitects.com
<input type="checkbox"/> Builder	Bob Townsend	Built Like A Brick	(121) 454-7810 bob@builtlikeabrick.com
<input type="checkbox"/> Contractor	Ruby Rose	Fallado-Contractors	(121) 454-7810 ruby@falladofall.com
<input type="checkbox"/> Interior Designer	Jill Painter	Hills Interiors & Design	(121) 454-7810 jill@hillsinteriors.com
<input type="checkbox"/> Lawyer	Sue Gunnar	Sue & Sue Law	(121) 454-7810 sue@suexlaw.com
<input type="checkbox"/> Landscape Architect	Jerry Gardner	Beyond All Design	(121) 454-7810 jerry@beyondalldesign.com
<input type="checkbox"/> Surveyor	Jane Slight	Jane Slight Surveyors	(121) 454-7810 jane@janeslight.com

The right architect will manage both the experts AND the process.

(121) 454-7810
richard@petricarchitects.com
www.petricarchitects.com

About our Dream Team Directory:

On a daily basis we receive requests for us to recommend trusted professionals who can assist in getting a business ready for sale. To make the process easier I have listed the experts we refer to and trust for this important event.


These are the people to get advice from first.

Download our Dream Team
Directory »

DON'T START YOUR DESIGN PROJECT BEFORE DOWNLOADING THIS:

Where should I email your Dream Team Directory?

[Get Instant Access Now >>](#)

 Your information is 100% secure and will never be shared.

By providing my email i would like [Firm or Architect's Name Here] to continue to send me relevant material by email.

You can withdraw your consent at any time. All our correspondence includes an unsubscribe link.

[Download our Dream Team Directory >>](#)

Step 2 of 3

Step 3: Schedule your Project Feasibility Call

Please choose from the times below to schedule your Project Feasibility Call. John Hrivnak will call you at the number you provide, unless your application is declined, in which case you will be notified via email.

Monday
11.00 - 11.30
11.30 - 12.00
1.00 - 1.30

Thursday
11.00 - 11.30
11.30 - 12.00
1.00 - 1.30

Who are the experts?

They can add value

Their service is relevant

They want this type of client

They will pass out the card

Who wants to be on the list?

Anyone who wants that
type of client.

How to approach other experts

Bob, can you handle and more clients?

How to approach other experts

If I referred you client who wanted to do an x type of project do you want them?

How to approach other experts

Bob, here is my directory of experts for people doing this type of work.

How to approach other experts

Good news you are in the

recommended experts directory.

Do you want to stay in it next month?

How to approach other experts

Here are 10 postcards, when ever you come across someone talking about x type of project hand them one of these little puppies

Who wants to be on the list?

Everyone wouldn't they?

Let's do the math

Based on 6 experts

Let's do the math

6 x 4 = 24 leads per month

They get the prospects who call

You get them all

Win Win Win

Good for client

Good for the Dream Team

Good for you

What if I have multiple experts

3 builders who I need to
look after...



You wont go to jail if you have more than one 'Dream Team'

0-\$1m list

\$1m+ list

Sustainable list

Let's do the math

$6 \times 4 = 24$ leads per month

$4 \times 24 = 92$ lead per month

...I know its 96

Dream Team Tips

Meet once a month

Make sure the DT do a great job

Have back ups

Fire non performers

Support each other – you are a TEAM

*

3

key points




7. PROJECT PLANNING WORKSHOP



Project Planning Workshop

Why it works...

- 1. Low cost access to experts**
 - 2. Gets them started**
 - 3. Positions you as the expert**
- 
- A photograph of a meeting or workshop. Several people are seated around small, round, light-colored tables. They appear to be listening to a speaker who is standing on the left side of the frame. The room has white walls with some papers or notices pinned to them. The lighting is warm and indoor.



How it works...

How it works...

1. Invite prospects every 90 days

2. Book a guest speaker + experts

3. Hand out project planning pack

4. Let people plan, network and review



How do you get referrals?

Guest Invite Rules

- 1. Speaker + experts invite 6 guests**
- 2. Your Dirty 30 can invite guests**
- 3. You can invite prospects**
- 4. Could be fundraiser**
- 5. Food/wine**
- 6. Celebrity**

*

3

key points



8. ASKING FOR REFERRALS

Asking for referrals

WHO?

Selected past clients please

Selected power referrers (2)

Asking for referrals

WHAT: Right message...

- a) Be specific about WHO
- b) Be specific about WHAT
- c) Be specific about HOW

Asking for referrals: Professional

WHAT: Right message...

'In two months from now I am in position to take on a couple of new clients. We are not looking for anyone, specifically looking for someone who A, B, C'

Asking for referrals: Professional

WHAT: Right message...

'If someone comes to mind over the next month or so would you be happy to connect them with me?'

YES

Asking for referrals: Professional

HOW: Right message...

'Here is the best way to connect us. If they are doing ABC type of project can you ask them if they'd be open to a chat with me where I can help them with 1-2-3.

If they are happy with that then can YOU call/txt me on this number with their details and I will contact them. But please, I only want people who have told you they are happy for me to reach out to them?'

Asking for referrals

HOW: Right media...

- a) In person
- b) Email (who)
- c) Letter (who)
- d) Pack
- e) Webinar/event

*

3

key points





9. REFERRAL EMAIL

OMGTSISIWITOTS

From: Tom Poland <tompoland@8020center.com>
Date: Wednesday, 10 August 2016 at 2:13 PM
To: Kevin Thompson, Richard Petrie
Subject: Introductions

▼ Attachments:

 image001.jpg	25.42 KB	<input type="button" value="Open"/> <input type="button" value="Save"/> <input type="button" value="Remove"/>
 image002.jpg	9.71 KB	

Hi guys I think you two may be able to help each other. You have some cross over in terms of what you do in the sales conversion areas but you also have complementary offerings.

Kevin meet Richard

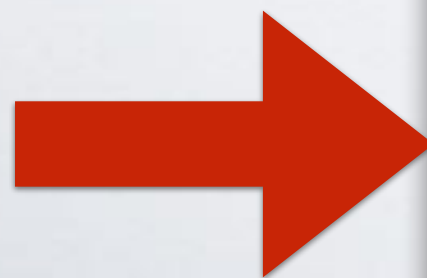
I've known Richard for many years and he is 100% trustworthy and is also very successful both in his home market of NZ as well as the USA. He's also one of the best copywriters I know. Much better than I am and I teach the thing.

Richard meet Kevin

Kevin is one extraordinary guy and is the mastermind behind so many launches and has helped out the likes of Jeff Walker of Product Launch fame.

I recommend the two of you connect via Skype or similar and see what happens.

Yours Strategically, Tom.



Peter R Twohy

2e Accountants

Towson, Maryland
21204

410.583.2112

FREE guides:

How to Hire an Architect, How to Hire a Contractor & How to Begin Your Design Project

[FREE Guides from 2e Architects](#)

Please visit our website by simply clicking the link below,

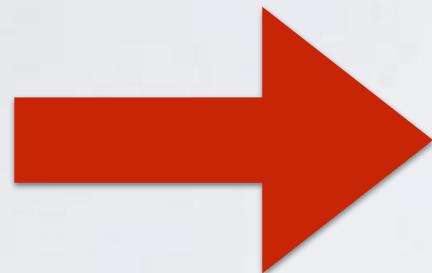
2e-architects.com

or visit our Profile on HOUZZ.com

[2e Architects on HOUZZ](#)

or visit our new Facebook page, and please click the "Like" button while you are there,

[2e Architects on Facebook](#)



Where should we send it to?

Order today for free · Dream Team directory will be shipped straight to your doorstep

Your Details:

Mailing Address:

[Send It To Me »](#)

i Your information is 100% secure and will never be shared.

By providing my email i would like Hrivnak Associates to continue to send me relevant material by email.

You can withdraw your consent at any time. All our correspondence includes an unsubscribe link.

The #1 ca
phase bef
like a doc
proper di
massively

The solut
created t

copyright © Hrivnak Associates | P

is site is not a part of the Facebo

to you at

mark cost

with an
ou

ze your

ing

Inc.

*

3

key points



10. AMI REFERRAL SYSTEM

Refer one person to our initial marketing training or monkeys fist

You win

If they become a SIX member you get TWO month mastermind membership

They win

You just need your own unique url so we can track referral back to you

We win

Ambassadors club

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Strategies

6. Dream Team
7. Project planning workshop
8. Asking
9. Referral Email
10. Remarkable client experience

Strategies

11. Neighbourhood bulletin sheet
12. Client awards night
13. Referral pack
14. Site signage
15. Premium party
16. MM referral

Strategies