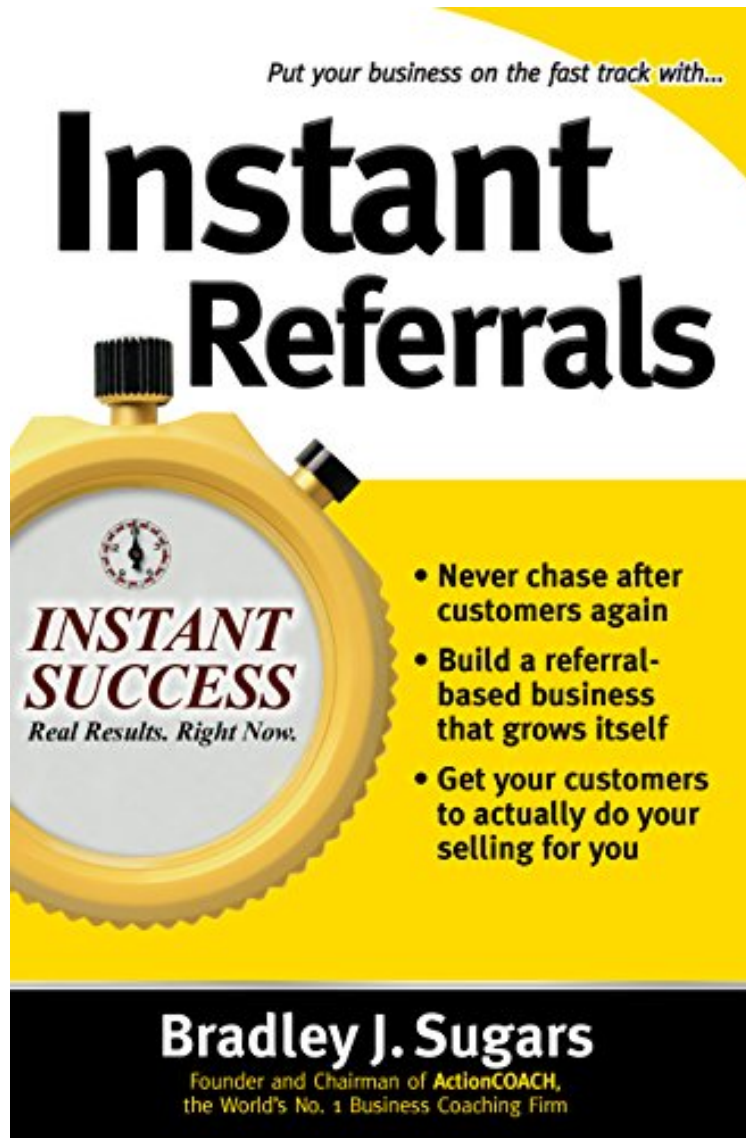


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Instant Referrals (Instant Success)

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Bradley J Sugars, Brad Sugars : Instant Referrals (Instant Success) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Instant Referrals (Instant Success):

1 of 1 people found the following review helpful. Quick read packed with ideas
By Craig Frooninckx
The nice part of Brad's books is that they are all pretty easy and quick reads. He does give several ideas for referral programs and really helps you set it up correctly by asking what type of business do you want and which program will be conducive of that business. Brad uses a fictional business as an example and to help drive his points in, that's part of what makes this book easier to read. If you want to set up a referral program and not sure what to do, this is a book for you.
3 of 3 people found the following review helpful. Referral Strategies Everyone Can Use
By Mark Raciappa
I found this book

to be extremely helpful for 4 specific reasons: First, Brad Sugars covers the "theory" behind true marketing, as one must understand that to bring about any real changes to business growth. I was forced to really examine what my target market looks like so that I know what referrals to ask for. Next, there were 21 specific strategies that were covered in depth. Every business owner can pick a handful from this list and get results! Next, I always enjoy reading a true life case study with a real business. This shows how the process works in the real world. Last, the section on testing and measuring ties everything together. Research has shown that 80% of our marketing efforts don't work. The only way we can identify what does work is to consistently test and measure. This section provides guidance and a sample form to be used. All in all, this book is a must for a business owner's library and a reference that should be re-read often.

4 of 4 people found the following review helpful. Instant Referrals By D. J. Swinson I am glad I borrowed this book from the library rather than having shelled out \$ for it. Unfortunately I question my library now, "Why did they have this rather than the first two referral books I had on my list!" The book is less about referrals than Mr. Sugars dream about general marketing and operation of a small business. I was frustrated in even finding direction from him to approach customers in requesting referrals. He seemed to dance around the referral process by writing about a variety of other business operating issues rather than getting to the point. Even more curiously, his ideas about customer contact appear outright bizarre. Who would want to do business with someone so haughty? My impression is that the author writes from dreams rather than experience. On the other hand, somehow the book had a lot of positive reviews and it caused me to waste my time in picking it up at the library. I humbly say I don't know how he did that!

Turn your best customers into your most passionate promoters. If you're the kind of business owner who hates cold calling and chasing after new leads, then you'll love the easy referral strategies in Instant Referrals used by self-made millionaire and entrepreneurial expert Brad Sugars. Discover how to: Evaluate a referral-based system that's right for your business Determine which customers you want referred to you- and which you don't Transform satisfied customers into your biggest fans by continually exceeding their expectations Create ways to use referrals to generate more buzz for your business Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Promotions * Instant Repeat Business * Instant Sales * Instant Systems * Instant Team Building * The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training

From the Back Cover Turn your best customers into your most passionate promoters. If you're the kind of business owner who hates cold calling and chasing after new leads, then you'll love the easy referral strategies in Instant Referrals used by self-made millionaire and entrepreneurial expert Brad Sugars. Discover how to: Evaluate a referral-based system that's right for your business Determine which customers you want referred to you- and which you don't Transform satisfied customers into your biggest fans by continually exceeding their expectations Create ways to use referrals to generate more buzz for your business Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Promotions * Instant Repeat Business * Instant Sales * Instant Systems * Instant Team Building * The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training

About the Author Bradley J. Sugars is a world-renowned entrepreneur, author, and business coach who has helped nearly a million clients around the world find business success. Brad is the founder of Action International, a global network of business coaches with nearly 1000 offices worldwide. Brad and the Action International team have refined over 500 business strategies and systems that are used by Action business coaches on six continents.