



52-Weeks / 104 Micro Lessons

Brief but brilliant ideas, strategies, and methods to build a thriving business through referrals and personal introductions. Available through Video, Audio, and Written Transcript.

Week 0 – Welcome to the System
Week 1 – Forgotten Gold Monday – Your Gold is Right in Front of You Wednesday – Awareness Leads to Powerful Action
Week 2 – Low Hanging Referral Fruit Monday – Get the Conversation Started Wednesday – Two Simple Ways to Promote Referrals
Week 3 – Client Engagement – Part I Monday – Who Gives Referrals and Why? Wednesday – Create Engagement Quickly in New Relationships
Week 4 – Client Engagement Part II Monday – Increasing Client Engagement – The Value Discussion Wednesday – Adjusting the Value Discussion for Different Situations
Week 5 – Promoting Referrals – Part I Monday – When Do You Promote Referrals? Wednesday – Benefits of Promoting Referrals
Week 6 – Client Acquisition Hierarchy Monday – Word of Mouth, Referrals, or Introductions? Which do you want? Wednesday – Starting the Introduction Conversation

Week 7 – High-Value Questions

Monday – What is a High-Value Question? Why Use Them?

Wednesday – Examples of Specific High-Value Questions

Week 8 – Asking for Referrals – Part 1

Monday – Introduction to the VIPS Method – Value Centered Approach

Wednesday – Asking for Referrals without Pushing or Begging Intro to the VIPS

Week 9 – Asking for Referrals Part 2

Monday – Gain Permission + Suggest Names & Categories

Wednesday – More on Coming Prepared – Suggest Names and Categories

Week 10 – Your Authentic Value Proposition – Part 1

Monday – Intro to Concept and Value Inventory (Discover)

Wednesday – Ask Your Clients for Their Help (Discover Continued)

Week 12 – Do Your Clients Know How To Refer You?

Monday – Are Your Clients Describing Your Value Proposition Correctly?

Wednesday – Take the Mystery Out of Giving Referrals

Week 13 – Get Better Introductions – Strategy 1

Monday – The Value of Warm Research and Cold Research

Wednesday – Do a Little *Cold Research* before You Call

Week 14 – Creating Buzz for Your Biz

Monday – Creative Ways to Use High-Quality Promotional Items

Wednesday – Use the Concept Known as “Little Soldiers”

Week 15 – Dealing with “Referral Objections” or “Concerns”

Monday – Defusing Objections is All about Confidence – A Proven Process

Wednesday – If You Do Nothing Else – Make Sure You Do This

Week 16 – Saying Thank You for Referrals

Monday – Say Thank You for Referrals and Introductions – Don’t Wait – Do it Right

Wednesday – Say Thank You for Referrals and Introductions – Examples

Week 17 – Remembering to Ask for Introductions

Monday – The Red Folder System – You Will Never Forget Using this Strategy
Wednesday – The Green Folder System – Best Practice – Remembering to Ask

Week 18 – Better Introductions – Strategy 2

Monday – Turn Word of Mouth or Referrals into Connections – Part 1
Wednesday – Turn Word of Mouth or Referrals into Connections – Part 2

Week 19 – Calling Your New Prospects – Setting Appointments

Monday – The 5 Commandments of Setting Appointments – Part 1
Wednesday – The 5 Commandments of Setting Appointments – Part 2

Week 20 – Getting Referrals from Centers of Influence – Parts 1 & 2

Monday – Maximizing Introductions from Centers of Influence – Part 1
Wednesday – Maximizing Introductions from Centers of Influence – Part 2

Week 21 – Getting Referrals from Centers of Influence – Parts 3 & 4

Monday – Who Makes Good Centers of Influence? “Contact Spheres.”
Wednesday – More Ideas to Maximize Centers of Influence – A Checklist

Week 22 – Making Referrals a Habit

Monday – Make Referrals a Habit – Part 1 What would you do?
Wednesday – Make Referrals a Habit – Part 2 Ideas for regular action.

Week 23 – Reward the Giving of Referrals Parts 1 & 2

Monday – Reward the Giving of Referrals – Part 1
Wednesday – Reward the Giving of Referrals – Part 2

Week 24 – Asking for Referrals Parts 3 & 4

Monday – Asking for Referrals – 6 Trigger Questions You Should Know
Wednesday – Asking for Referrals – Are Some Words Better than Others?

Week 25 – Receiving Referrals in the Right Way – Parts 1 & 2

Monday – Receiving Referrals in the Right Way – Part 1
Create Referral T.R.U.S.T.
Wednesday – Receiving Referrals in the Right Way – Part 2
More Ways to Say Thank You

Week 27 – Using the Internet to Support More Introductions

Monday – Using the Internet to Support More Introductions – Are You Easy to Find?
Wednesday – Using the Internet to Support More Introductions – Blogging for You?

Week 28 – Getting Better Email Introductions – Parts 1 & 2

Monday – Getting Better Email Introductions – Get an Electronic Handshake
Wednesday – Getting Better Email Introductions – 5 Tips

Week 29 – Maximize Social Event Marketing – Parts 1 & 2

Monday – Maximize Social Event Marketing – Benefits of Social Events
Wednesday – Maximize Social Event Marketing – Getting Clients to Invite Guests

Week 30 – Maximize Social Event Marketing – Parts 3 & 4

Monday – Maximize Social Event Marketing – 7 Tips for More Effective Events
Wednesday – Maximize Social Event Marketing – Celebration Events

Week 31 – Little Decisions Can Create Huge Results – Part 1 & 2

Monday – Little Decisions Can Create Huge Results – Facing My Business Failure
Wednesday – Little Decisions Can Create Huge Results – Biggest Sale of My Life

Week 32 – Preparing to Contact Your Prospect – Parts 1 & 2

Monday – Preparing to Contact Your Prospect – Preparing Your Body of Evidence
Wednesday – Preparing to Contact Your Prospect – Crafting the Right Questions

Week 33 – Crafting Your Approach to Your New Prospect

Monday – Crafting Your Approach to Your New Prospect – Address Core Benefits
Wednesday – Crafting Your Approach to Your New Prospect – Are You a Specialist?

Week 34 – Contacting Your Referral Prospect – Part I

Monday – Contacting Your Referral Prospect – Have a Clear Goal for Every Call
Wednesday – Contacting Your Referral Prospect – Using “Like or Admire.”

Week 35 – Contacting Your Referral Prospect – Part II

Monday – Contacting Your Referral Prospect – “What’s Important to Them?”
Wednesday – Contacting Your Referral Prospect – To Script or Not to Script

Week 36 – Contacting Your Referral Prospect – Part III

Monday – Contacting Your Referral Prospect – Dealing with the “Brush Off”
Wednesday – Contacting Your Referral Prospect – Working from Phone Appointments

Week 37 – Leaving Voice Mails that Get Returned

Monday – Leaving Voice Mails that Get Returned – More Compelling Messages
Wednesday – Leaving Voice Mails that Get Returned – Having Fun with Voice Mail

Week 38 – The V.I.P.S. Method - Revisited

Monday – The V.I.P.S. Method™ Revisited – Quick Reminder / Review
Wednesday – The V.I.P.S. Method™ Revisited – Variations on the V.I.P.S. Method

Week 39 – Limiting Beliefs

Monday – To Change Your Results, Change Your Brain – Limiting Beliefs
Wednesday – The Practical Application of Neuroscience to Getting Referrals

Week 40 – Keeping the Courtship Alive – Part I

Monday – Keeping the Courtship Alive – Plan for Multiple Touches
Wednesday – Keeping the Courtship Alive – Nudge with Value and Purpose

Week 41 – Keeping the Courtship Alive – Part II

Monday – Keeping the Courtship Alive – Engage Prospects in Your Evidence
Wednesday – Keeping the Courtship Alive – Hosting Online Meetings

Week 42 – Building Trust with Prospects – Parts I and II

Monday – Building Trust with Prospects – The Glue of Relationships
Wednesday – Building Trust with Prospects – Ideas You Haven't Considered

Week 43 – Building Trust with Prospects – Parts III and IV

Monday – Building Trust with Prospects – Part III
Wednesday – Building Trust with Prospects – Part IV

Week 44 – Questions that Move the Sale Along

Monday – Questions that Move the Sale Along – High-Value Questions
Wednesday – Questions that Move the Sale Along – Questions to Gain Commitment

Week 45 – Think Process, Not Process

Monday – The Here/There Question Formula
Wednesday – Brainstorm Selling – No Pressure and High Impact

Week 46 – Talking About Your Business

Monday – Bring Your Enthusiasm and Belief
Wednesday – Going from Enthusiasm to Conviction

Week 47 – Turning Interest into New Business

Monday – Address the Benefits of the Benefits
Wednesday – From Benefits to Transformations

Week 48 – Talking Fees, Price, and Other Awkward Conversations

Monday – Tying Your Benefits to the Bottom Line
Wednesday – The Bourbon Chicken Principle

Week 49 – Asking for the Business

Monday – The Power of Foreshadowing
Wednesday – Always Make a Recommendation

Week 50 – Get Better Introductions – Strategy #3

Monday – Big Introductions Can Come in Small Packages
Wednesday – Tag Along with Clients to Their Events

Week 51 – Fine Tune Your Value Discussion

Monday – 2 Value Discussion Best Practices
Wednesday – Getting Referred “Up” – Meet High-Level Clients

Week 52 – Gaining Extreme Confidence

Monday – Close Your *Confidence* Gap
Wednesday – Close Your *Knowing-Doing* Gap

Week 53 – Where Do You to Go from Here?

Special Bonus Edition