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## **Marketing 101: Referrals**

A lot of people are in a position to help you grow your business, but you have to ask them to help you. I don't know why this is, but it seems to be some kind of law of the universe.

If you're good at what you do, you will become known for it after a while as people refer their friends, relatives, business associates, etc. to you.

This will happen a lot faster if you are good at what you do AND you ask for referrals.

This is how you ask for referrals, whether in person or through a letter:

"Can I give you a few business cards (and/or flyers) in case you run into anybody who needs my help?"

It's that easy, but most people don't bother doing it because it makes them nervous. They're afraid they'll turn into salesmen or something.

Get used to asking for referrals and see what kind of a difference it can make in your business.