



## **Transcript Day 2**

- Generating more referrals with David Frey
- Learn how to “Book Yourself Solid” with best-selling author Michael Port
- Raise your celebrity profile with Meredith Liepelt

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Amy; Hello everyone and welcome to Day 2 of From Fearful 2 Fabulous Spring Sales Summit and we have a great lineup for you today. We are going to start with David Frey whose going to walk us through some very easy to implement steps to ask for more referrals. So we're going to start off with David and then we are going to go right into the *New York Times* Bestselling author Michael Port who amongst other things wrote the book "*Book Yourself Solid*". He has some fabulous advice and a way to address mindset as well. And then we wrap up our session today with Martha Liepelt and she is going to focus on how to raise your celebrity profiles, some very interesting ideas to really help to increase your exposure and to attract more leads, more prospects into your business.

So first up we have David. Welcome David Frey it's so great to be talking to you today. Thank you so much for joining us.

**David:** Well thank you.

**Amy:** Before we jump into it I would like to remind our audience a little bit about you. David is President of Marketing Best Practices one of the leaders in small business marketing. His site has helped over 50,000 small businesses exceed with practical advice and money making strategies. He shares lots of articles that help business owners understand how marketing is constantly changing around them. He's an expert on email auto responders, telephone hot lines, Pay per Click advertising, just to name a few areas. And today I know that we are going to focus on referral marketing. So David why don't we jump right into it? What are the referrals worth to us? I mean why is this so important to pay attention to the referral marketing?

**David:** Well that's a good question. Why are referrals important and how much are they worth to us? I believe that referral marketing is probably the most effective marketing technique for small businesses. It always has been, it is today, I believe it always will be. If you ask most small businesses or independent professionals where they get most of their clients and customers they would tell you word-of-mouth. Although I hate it when people say word-of-mouth because word-of-mouth is something that happens by chance and by happenstance and I like to be a little bit more predictable so that's why I like referral systems.

But if you were to calculate what a referral is worth to you, you would be amazed at just how much money is involved in just one referral. So let's do a very, very quick calculation. If you guys have a sheet of paper with a little pencil or pen just write this down, write down lifetime value of one customer.

**Lifetime value of one customer x the average number of referrals you receive a year = the average annual value of referrals.**

So you want to try and calculate the lifetime value of one customer. You know for a realtor that might be three to all the way up to \$10,000 dollars, maybe even more. For a mortgage broker it might be around \$4000 dollars. Calculate your lifetime value of a customer and then ask yourself how many referrals do you receive on a monthly basis on the average, is it two, is it three? And then multiple that times 12 and that is the average number of referrals that you're going to receive a year. And multiply those two numbers together and you'll get the average annual value of your

referrals.

So let's just say the lifetime value of a customer - we'll do it simple - is a \$1000 dollars. That's probably conservative for small business owners depending on what kind of business they have. And multiple that by the average number of referrals you receive a year. Let's just say two referrals a month, so that's 24 referrals in a year, so that comes out to be \$24,000 dollars is the annual value of referrals. Okay \$24,000 dollars. That's a lot of money. That's an awful lot of money. So if I was to give you a couple of different strategies that could double the amount of referrals, so instead of getting two referrals a month you're getting four referrals a month which would result in 48 referrals, which would give you \$48,000 dollars. I mean would that be of...

**Amy:** And this is with conservative numbers too.

**David:** Oh extremely conservative. Would that be of value to our listeners? That is an awful lot of...that's an extra \$24,000 dollar a year and that's being very conservative. So what we're going to talk about in the next short while is so important to your business. It's very, very important. And most business comes by way of referrals. There have been some studies that have said that on people that do purchases or buying decisions 50% of the people base their buying decisions on an already existing relationship. So if I ask you Amy, where do you get your car fixed, you probably have a place where you've taken your car before.

**Amy:** Right.

**David:** Or you get your hair done, you probably have an existing relationship with somebody. So 50% of our buying decisions are based off of existing relationships and about 35% are based off of a referral that we received from a friend of ours. Well if that's the case then 85% of all our buying decisions are made based on either existing relationships or referrals which leaves us with only 15% of our buying decisions that are made based on some type of advertising.

**Amy:** Wow.

**David:** So I mean if you look at it that way a lot of small business owners are putting most of their marketing bucket into advertising when in reality most of the buying decisions are made based off of their current customer base, existing relationships and referrals. And so I call this kind of like the marketing budget paradox we spend a bunch of money on their lowest return on investment advertising vehicle, when we should be spending the bulk of our money on the existing database of customers in helping them to be the marketing vehicle for our businesses. Does that make sense?

**Amy:** Yes. Yes. I mean it makes some point you're saying "I don't know why we do it that way but we really need to be focusing more on where the opportunity is." Eighty-five percent, I mean that's mind blowing.

**David:** Yep and some business owners would tell you it's much more than that. The ones that don't spend much on advertising would tell you it's more than that. So what I want to do is I want to quickly, quickly, quickly share four strategies with your listeners today so that they walk away

from this interview with some actionable things that they can go and do. Okay?

**Amy:** Okay.

**David:** Alright so I'll just run right through them if that's okay.

**Amy:** Absolutely.

**David:** Okay Strategy Number 1 is to create written referral marketing plan. Now it stands to reason that if most of your customers and clients come by way of referrals then what would be your most important marketing strategy? It would be referral marketing right? Well if marketing is the most important thing in your business getting a customer then it would stand to reason that the most important thing you could be doing in all of your business activities is getting referrals. I mean think about that for a moment it's more important than delivering your service, it's more important than any other marketing activity you could be doing. And so can you imagine the most important process in your business not having a plan for doing that, letting that happen by chance. That is insane.

And so as a small business owner, independent professional man you've got to have some type of written referral marketing plan. Now that written referral marketing plan doesn't have to be more than a page long but it needs to express your intentions on what you're going to do within the next 12 months to generate referrals on a systematic basis not letting them happen by chance.

**Amy:** So it's just writing it out of what they're going to do.

**David:** Yeah it doesn't have to be sophisticated.

**Amy:** Right. Okay.

**David:** You just need to write it down and be intentional about it.

**Amy:** Right. Okay.

**David:** You know there was a study done by *Harvard Business* like I think it was like the Top 3% of all small to medium sized businesses, the ones that had the highest gross profits. All of them, the one thing that they had in common with a written plan, a written business and marketing plan, and that's how important that is.

So Number 1. Have a written referral marketing plan. It can be a one sheet thing. If you have multiple employees in the office you can pass it around so that everybody's on the same page on what we do to get more referrals.

Strategy Number 2. Is to create and maintain a contact database. Now this sounds pretty doggone elementary but seriously Amy you would be amazed at how many people do not keep a database of their network.

Amy: Yeah I know I see it. I see it all the time.

David: And you know as marketers on the internet we're almost forced to keep a database because that's our opt-in list and that is a database of people that listen to us that are in our network. But many, many, many, many small businesses, I would say most, don't really have a contact management database that they regularly maintain and that's going to come into play in our next two strategies because how in the world can you market to somebody or even develop or maintain relationships with somebody you can't contact? That's impossible.

Amy: Right.

David: Okay. So fundamental basic one-on-one the most basic thing you can do is you need to create a database. And you can do that in any number of ways. You can create an email database where you're constantly communicating with people to newsletters through an auto responders system like Aweber, 1 Shopping Cart. Amy I don't know what you use but one of those services.

Amy: I use both. Yeah.

David: You can use ACT. ACT is a desktop based content manager. I have a database in my Send Out Cards account that I communicate with people with. And so I maintain these databases. Now you want to try and do it with one but the fact is you're not going to be able to just have one database of your contacts, but that's certainly is what you want to start out with.

So Strategy Number 1. Have a written referral marketing plan.

Strategy Number 2. Have a database that you can contact people with so every time you meet somebody you put their name in your database and put some notes about them. Okay that's Number 2.

Strategy Number 3. Now we're getting into some things that will help you to generate more referrals, but if you didn't have the first two in place it would be hard to do Number 3. And that is to ping your network once every 20 to 30 days. Ping your network once every 20 to 30 days. And the term 'ping' came from a book by a guy named Keith Ferrazzi and in the book was called *"Never Eat Alone"*. And it's a very good book I suggest it to anybody who does business by way of relationships or referrals, never eat alone. There's a quote in the book that says "If 30% of success is as Woody Allen once said "Just showing up" then 80% of building and maintaining a relationship is just staying in touch." I call it Pinging. It's a very casual getting it can be done in any number of creative ways.

So the idea of pinging is just staying in touch with people to maintain those relationships because what is a relationship? It's nothing more than a series of positive interactions between people.

Amy: Right.

David: That's what relationships are and I like to think of it as like Stephen Covey. You talk about the emotional *"Everyone has an emotional bank account"* that's what he says *"Everyone has an emotional bank account"*. And you can either make deposits to that person's emotional bank

account or withdrawals. And if you try to make a withdrawal from a person's emotional bank account before making a deposit it works against you. It actually works in a negative way. And for all of you men who are listening to this if you've ever tried to withdraw from your wife's emotional bank account before making a deposit you'll know what I mean, you'll know exactly what I mean. It doesn't work, it worked against you.

So what you want to do is continually make deposits into your network's emotional bank accounts so when it comes time to make a withdrawal they'll not only do it but they'll be happy to do it. And so I call it Pinging. Another way of thinking about it is micro branding yourself into the mind of somebody. So branding is something that's really big that the big boys do. You need a lot of money but micro branding, let's just take your 200 clients, your best 200 clients or your best 200 customers, those 200 customers that are bringing 80% of your results and let's start Pinging them every 30 days in meaningful ways. Okay. That's what I call Micro Branding because what I want them to think about me as much as they think about their best brand or even their spouse. I want them to think about me all the time. Okay.

**Amy:** So you reach...

**David:** The way you do that is through Pinging.

**Amy:** So you're reaching out and you're contacting them or pinging them every 20 to 30 days and you say in a meaningful way, what would you mean by that?

**David:** Good question. Let's talk about that because there's a lot of ways to do that. I personally I do it in a couple of different ways. I have a weekly email newsletter, actually I send emails more than weekly, you don't have to those people who are listening to this I suggest that you send an email newsletter maybe on a weekly basis, not less than a monthly basis for sure. And it's very, very simple to do. I like to use iContact it is an email auto responder. The reason I like that so much is that you can actually meet someone at a meeting and put that email address into the database without forcing them to confirm an opt in. So iContact is really good and there's another one out there Constant Contact. So you want to do it through an email newsletter that adds value to their lives.

Another way I do it is I take my top people and I send them green cards once a month. Every single month I would send them a greeting card and I use this Send Out Card System to do that and it automates it in a way that makes it very, very, very simple. So at the beginning of every month I have a category of my database of people that are my A players, my biggest refers, and I will develop a custom card so I'll upload a photo of me. I like making my cards very, very different, very unusual so when they get them they'll be excited about opening them up. So, for instance, I got a card right near here in my hand. This is when I was in the Dominican Republic with my wife and we were underwater, we were taking one of those walking underwater things with these big helmets on and they took a digital photo of us and I put a funny little message on it and I sent it to all the people in that category in my database. And by the time I got back home my voicemail box was just full, crammed full of people thanking me for sending them that laughing, having fun with it. That's how you set yourself apart from everybody else.



**Amy:** Well because we so rarely get meaningful mail anymore so when you get something that catches your eye that's not a bill it's a nice thing to get.

**David:** Yeah. And again that's a way that you set yourself apart, which is another referral strategy, you must set yourself apart from any and all other competing marketing messages so that people...people will do business with and refer people that they know like and trust, but let me add one more thing that they remember, because they can know, like and trust you, but just not remember you.

**Amy:** Right.

**David:** And so this is the way to get them to remember you and it sets yourself apart from everybody else. So if your financial advisor, I guarantee that there are no other financial advisors in your area that are sending people something unusual and different every single month. When I was in Kenya we took a picture of me while I was there and they had a satellite connection to a little internet terminal and I was able to upload it into Send Out Cards and send it out to everybody in that little group. I like putting my face on billboards and then uploading that billboard photo with a message in the Send Out Cards and sending that out. So I love to ping in that way.

So I use email and I send greeting cards. And in fact there was a guy named Joe Gerard, you've heard of him he's famous in the sales arena and he wrote several books. He was voted the world's greatest salesman 12 years in a row and his secret to success was he sent out 14,000 greeting cards every single month, 14,000.

**Amy:** Wow.

**David:** Now it's no wonder that he was the world's greatest salesman. So if you want to be the world's greatest salesman in whatever industry that you're in what do you have to do. Just do what the guy did reach out to people on a monthly basis. And do you think that he would have sent out that many cards if he wasn't receiving a big return on his investment?

**Amy:** Right it must have been working for him.

**David:** Yeah a lot of people think, well I don't have time to do that or I don't have the money to do that. You don't have the money not to do that. You must reach out to people. Okay so that's one strategy to ping your network every 30 days. Now let me piggyback a strategy right on top of that. And that is to ask your clients for referrals on a regular basis and I call this my Three-One Program.

So if you're sending cards out on a monthly basis on every, I believe what is it, every fourth month that's the Three-One. So you do three months and on the fourth month you send a referral card to them. And a referral card is a card that talks a little bit about referrals and gently remind them that referrals are important to your business because remember we get referrals...there's three steps to getting referrals.

The first step is to plant seeds and that is to meet people. The second step is to nurture those seeds and that is what we talk about pinging and meeting with people and going to lunch with



them and sending them an email newsletter. That is nurturing those relationships. But the third thing is harvesting, that's what we do we harvest. Now harvesting is nothing more than reminding people that referrals are important to your business. So if you're doing regular pinging and maintaining relationships when it comes time to harvest they will be more than happy to send you referrals.

And so let me give you an example of the referral card, I'm trying to find one right now in my desk, but a referral card might be - let's see here's one - imagine in your mind on the front of the card it says "Who do you know?" Okay that's the four most important words in the referral marketing "Who do you know?" And on the inside right inside of the card it has a beautiful message in very nice script that says "Referrals". A referral is the highest form of flattery. It represents a quiet stamp of approval. It's the motivating force behind producing a quality product and delivering exceptional service. When a customer or client silently refers their friends or associates it symbolizes an appreciation for a job well done. Thank you's are valued but referrals are the ultimate form of gratitude.

And then on the inside left of the card you might just say *"Hey dear Amy, how are you? I was thinking about you today thought I just dropped you a little message. Hope things are going well. Sincerely, Dave Frey."* You didn't even have to say anything in the card in your writings about a referral the card itself reminds them that referrals are important to your business. You might just want to say *"Hey Dear Amy, as you might know I'm trying to expand my business and I'm not really good at all the marketing stuff so I rely on friends like you to talk about me to their friends. So if you know somebody that you currently work with or that might attend your church hat might be a good prospect for my services, could you please introduce me to them?"*

**Amy:** I like that because with a lot of business owners and entrepreneurs that I work with that's what they struggle with, they struggle with the words. How do I ask? What do I say?

**David:** You want to know another golden word? Here's another golden phrase "I need your help."

**Amy:** Yes.

**David:** I'm telling you, you might laugh when you hear that but this is a golden phrase.

**Amy:** Yep.

**David:** Because remember once you have made deposits to their emotional bank account they love you. When you're sending cards to them that are unusual and funny using self-deprecating humor, and stuff like that, and you're sending them a very valuable newsletter on a consistent basis they love you. And when you say "I need your help" what is a human's first impulse?

**Amy:** They want to help.

**David:** To help them. And help they will. Now let me just close this interview by bringing this home for you. Okay. Let's go back to the value of a referral. Now let's just say for a moment that you took your 200 best customers or clients and you started pinging them on a monthly basis and you started sending them an email newsletter. Now it really doesn't take a lot of your time to do those

two things. In fact the email newsletter takes a whole lot more time than just writing a card. In Send Out Cards you can have everybody in a group, you can create the card, and then you can just attach to that group and press the same key and it will automatically insert people's names with your handwriting on it, with your signature and your photo and everything. It will do it all automatically just one button. You just push one button it'll go out to one person or 10,000 people all with one push of a button.

So it's very, very simple to do. But let's say that you did that once a month so that would be 200 people. And now you're sending out referral cards three times a year right. So that would be 600 times a year you're asking for a referral. Now let me just ask you, how many times last year did you ask someone for a referral?

**Amy:** Right. Not close to 600.

**David:** Yeah do you think if you did it 600 times you could just maybe get four more referrals instead of two?

**Amy:** Yes.

**David:** Okay think about what the return on investment to these small little activities. So when you create your referral marketing plan. Activity Number 1, send an email newsletter on a weekly basis through [www.iContact.com](http://www.iContact.com). Activity Number 2, send a greeting card every month to my Top 200 people. Stop right there, that's all you need to do. That alone will double the amount of referrals that you're currently receiving. That alone could mean tens of thousands of dollars in new business to you. So I hope that you understand just how powerful these little activities are to your business.

**Amy:** Well it's a proven simple system as what it sounds like. It's repeatable and so.

**David:** It is and if you're in a sales arena, which I would imagine that many people are listening to this on perhaps, many times as sales people we're just on a treadmill running after that cold prospect. When in reality eight out of your ten head customers are going to come from people that you already know if you just maintain the newest of relationships and then remind them about how important referrals are to your business. Just that. You wouldn't have to be on that treadmill.

So I hope this has helped.

**Amy:** It's very helpful. How can our audience find out more, where can they go?

**David:** Well if you want to try out to the Send Out Card System, can I give them a web address for that?

**Amy:** Oh certainly.

**David:** You can go to [www.ilovetosendoutcards.com](http://www.ilovetosendoutcards.com) and just click on the banner there and you can send a free card. If you want to get access to a lot of free special reports and videos and articles and things like that you can go to [www.marketingbestpractice.com](http://www.marketingbestpractice.com) I have a membership site there but the membership is free. So all you need to do is signup and there is just a huge amount of

information that site that you can access and you'll start to hear from me on a regular basis.

**Amy:** That's great. Thank you so much for sharing all of this David, I really appreciate it and I'm sure that the listeners have been writing furiously as we go. So thank you.

**David:** Great. Everybody I wish you the best of success in all your efforts.

**Amy:** Thank you David for sharing those tips and strategies. Next we have the very motivational and a very helpful expert Michael Port author of *"Book Yourself Solid"*. So I would like to take a moment and welcome Michael Port. Michael Port has been called an uncommonly honest author by the *Boston Globe* and he's been called a marketing guru by the *Wall Street Journal*. And as you most likely know Michael is a *New York Times* bestselling author of some phenomenal books *"Book Yourself Solid"*, *"Beyond Book Solid"*, *"The Contrarian Effect"* and *"The Think Big Manifesto"*.

So I'm so glad to have Michael here to share his wisdom with the audience today. Hello Michael, thank you so much for taking time out to talk to us today.

**Michael:** Oh you're welcome. It's my pleasure it's good to be here.

**Amy:** So our listeners today are primarily small business owner entrepreneurs. Many of them are people who got into the line of business because they have a passion about what they do or they have some very exciting area of expertise, product, service, but they weren't necessarily signing on for the sales role. So this particular piece for many people it's new to them and one of the things that I keep hearing again and again from small business owners, from entrepreneurs is that they're having a very challenging time finding new clients, finding new customers.

So I'd like to open things up there, if you don't mind Michael, just what are your thoughts? What would you say to the small business owners out there that are sort of in that predicament right now?

**Michael:** Well I'd say hang in there. I think that, I mean from a general economic perspective things are definitely getting better. I'm not an economist but that's what a lot of the economist say but I am an entrepreneur. And one of the things that I do know for sure is that dedication and commitment are part of our responsibility as entrepreneurs. And so sometimes the demonstration of commitment that we make to our business is also a demonstration of commitment to the people that we want to serve. And when they see us making that long term commitment that we're - when they look whether it's every month or every six months or every year and we're still there we're still out in the world standing in the service of others then they take more notice of us. Especially when things are slow we don't want to take a very quick pro quo approach to our marketing. Well if I just do this then I should get this, if I do this then I should get that.

Now so many of us are using social media marketing strategies or more traditional strategies like speaking in public or writing for different journal publications, etc. And we shouldn't expect that one particular marketing initiative is going to produce for us it's the aggregate of all of this work that we do over time and I think that's very important to remember. And I think it's hard to do your marketing unless you're having a mad passionate love affair with both your business and, dare I



say, yourself because when you're working by yourself and you're really trying to serve others based on something that you believe in you're putting yourself out there front and center every single day. And it requires the willingness to be fully self-expressed and to take some risks and to be comfortable with discomfort that goes along with doing new things or doing provocative things or doing big things.

And so I think we need to work on continuing to develop that love affair that we have with ourselves because I think that's, now I don't mean in an ego driven way I mean in a purpose driven way because I think that when push comes to shove that's what's going to continue to support you as you want to move forward.

**Amy:** I think that's a great point. I talk about that with my clients that until you really know who you are as a person and really be grounded in that, I mean that's the first step before you try to figure out any direction that you're going to take.

**Michael:** Well you know in the beginning of "*Book Yourself Solid*" I dedicated and in the dedication it says this book is a love story disguised as a business book a love story between you and all of the inspiring clients that you'll serve. And I'm doing a second edition of the book which will be out in December so don't wait for that if you need to get clients now start reading "*Book Yourself Solid*" now. But I'm going to add to that and I'm going to add also a love story between you and you. I'll say it a little bit more eloquently too. But you get the point.

So I think that it means more than a lot of the tactical marketing teachers think or talk about. I think this sense of self and the confidence that we develop as we do bigger things. You know it's one of those, sort of funny it's the chicken or the egg right. They say "Well I don't really feel confident enough to go do that big thing."

**Amy:** Right.

**Michael:** But generally what increases your confidence is activity out in the world that is working that's successful based on taking one day at a time. And so it's interesting to me when you...I like to be very strategic certainly and I like to try to plan as best as I can and look at the big picture when it comes to business development. At the same time it can be very overwhelming to look at such a big picture. We sometimes don't know where to start. Where do you start when it's so big? And really we can do our best to make a long term strategic plan I think it's a very good idea to do so, but at the end of the day we're taking it one day at a time.

So live in the moment today and do the best you can. Thomas Leonard use to say "People are doing their best even when they don't thing they are" right. So you're doing your best at all times. And if you keep focusing on doing your best I think you'll enjoy that day much more then you would if you're just looking at the long term view all the time. And it's the reason that I wrote the book "*Book Yourself Solid*" in a very sequential manner. The whole system for marketing is designed just like that, just as that as a system so that you know, okay I start here and then I go to here and then I do this and then I do this. And so one of the big mistakes that people make when it comes to marketing is they're very tactical in their approach. So they're using networking, direct outreach, referrals, webs, speaking, writing, keeping touch, etc. Which is all great stuff, we



have to do it, but they're doing it before they have a foundation built for their business, before they know how to build trust and credibility, before they know how to price all of their offering, and before they know really how to have sales conversations.

And so the way the book *"Book Yourself Solid"* works is reflective of the way an actual sales process works. So think about it this way. Your self-promotion strategies are designed to create awareness for what you offer but they do not get you clients. No marketing tactic gets you clients it just creates awareness. If I give a speech somewhere to people in my target market it's just creating awareness. Then something has to happen or a number of things have to happen in order for that person to become a client.

So you create awareness with a self-promotion strategy, but once you create awareness that potential client is just going to look at you and they're going to consider you and they're going to consider what I call your foundation. They want to know is it solid, is it sturdy, do I feel secure on it or does it feel shaky and wobbly and insecure a place that I wouldn't be safe in and a place that I wouldn't be safe in. And if they say that it's secure. If they feel that it makes sense that it will support them. Then they'll say "Okay I'll give this service provider an opportunity to earn my trust." And if they give you that that's just a little, it's a big thing that they give it to you, but you're not get the client yet it's just a small thing to start with and then your job is to build trust with them over time to earn their trust over time.

And if you do earn their trust over time and you're making sales offers that are proportionate to the amount of trust that you've earned and the circumstance in their life or business speaks to that sales offer that you're making well then they'll come to you and say "I'd like to have a sales conversation with you." You'll have a simple sales conversation, you'll book the business and all the while your self-promotion strategies are out there in the world working for you, networking, direct outreach, referrals, web speaking, writing, keeping in touch and they're creating more awareness. More people are looking at this foundation, feel secure. Great, I'll give them an opportunity to earn my trust. You go about earning their trust, you then make sales offers that are proportionate to the amount of trust that you've earned, the circumstance in their life, the business that I really need to get discounted help now, those two things match up, the offer that you make and the help that they need you have a sales conversation, you book the business. And if you design your whole marketing system based on the *"Book Yourself Solid"* System then it will be perpetual. It will support itself and the longer that you do it the less marketing you need to do. You get very compound results from it as your marketing initiatives out in the world aggregate.

Amy: Right. Right. Well you start building momentum.

Michael: Exactly. And look there's a lot to do to build this foundation. There's a lot to do to build trust and credibility but that's where you start. And the first module of *"Book Yourself Solid"* is focused on how to build that foundation. The second module is focusing on *"How to Build Trust and Credibility."* And if you've got those two pieces in place then you move into learning *"How to Have Sales Conversations"* and then you learn about the seven course self-promotion strategies which ones you're going to use and how you're going to use them so that you make sure that when you're out there creating awareness when the person they take a lot at you and considers

you it all works out in the way that you want it.

**Amy:** And I wanted to ask you about that Michael because with the addition of social media, with the fact that sales and marketing just it seems to be changing and evolving so quickly and it can be overwhelming because there's so many options out there, what is your advice to someone who's just overwhelmed by the info overload of all the different things.

**Michael:** Well I'm totally overwhelmed by the info overload, it's too much, I can't even take it and I started this stuff for a living. So it should be perfectly...you should feel perfectly normal to be overwhelmed by it. Look people who are selling and teaching these marketing ideas want to make them your focus. I don't think that they should be, however, I think you don't need to do as much marketing as you think you might need to do. I think that the foundational work and the building trust and credibility and being able to have the sales conversation is key because think about it, let's say you were able to create awareness with 10 people each week, just 10, that's it, not 10,000 just 10. But seven of those people became clients every week. You think it would be booked solid. Of course absolutely.

**Amy:** Yes.

**Michael:** Yeah. So the way most marketers look at your marketing as a volume thing, oh you're going to get 50,000 followers and dah, dah, dah, and all these big numbers but that doesn't really mean anything unless those people are becoming clients. So you're not marketing Coca Cola here you're marketing a service based business. Let's say you need a steady roster of 20, 30 clients at a time or maybe it's 300 or even more than that, but you still don't need to do as much as you think. And the way I see it is the principles are the same, meaning the way that you create awareness has not changed that much. There are different tools but networking is networking, direct outreach is direct outreach, referrals are referrals. It's not like a referral is different than it used to be.

The web changes all the time but the principles that work in human interactive networking and direct outreach and referral strategies are absolutely applied to the web and you just have to learn the technology. And speaking has not changed I don't think we speak that much differently in front of people than we did 20 years ago. We get up and we speak. Maybe, hopefully, we're using less PowerPoint than we did 10 years ago. But the same thing in writing you're writing them in articles, you're writing them in newspapers or magazines, journals, what have you, and then keep in touch and follow-up.

So there's some technical things to learn but the way I see it is that networking direct outreach, referrals, and keeping teach is mandatory, absolutely, you don't really exist without doing those things every single day, but web strategies, speaking strategies, writing strategies, totally optional. If you don't want to be spending all your time on the web please don't do it. If you don't want to stand up and get in front of...look I'm more comfortable talking to 2000 people than I am to two. So that's weird, that's not normal, right. So you shouldn't think its abnormal if you don't want to go and speak to 2000 people it's abnormal to want to do because you're uncomfortable. And so the same thing with writing, why should you spend your time writing if that's not one of

your natural strengths and you don't really enjoy it?

But you might want to pick one of those, web or speaking or marketing to really sort of supercharge your marketing efforts, but you still don't even need to do those frankly. But if you're great at networking and if you're great at networking, if you're great at doing direct outreach, if you're great at building referral relationships and if you're great at keeping in touch and following up, I mean really, really from a hard center perspective you'll get booked solid in no time if that foundation is so strong because you know how to build the trust and credibility. I think that's such an important point.

**Amy:** Absolutely. Now it's funny because after you wrote *"Book Yourself Solid"* I remember reading in places about how it's worked so well for people that you went and addressed sort of that next step and that...

**Michael:** But they got mad at me they came back like "Ah, I'm book solid and now I have too many clients and I'm so overwhelmed I don't know what to do."

**Amy:** Right they had no - they're running around like crazy.

**Michael:** Right. Yeah basically what we're trying to do is solve our problems and if the problem is I don't have enough clients then let's solve our problem and get clients.

**Amy:** Right.

**Michael:** But what you're going to do is produce another problem. That's the bigger problem it's the next stage problem.

**Amy:** Right.

**Michael:** And then our job is to figure out, well how do we stop trading our time for money? How do we continue to grow this business so it's scalable, leverageable, very profitable and still remarkable when all of our time is booked with a client, that's the next step? And if you can figure out that well then you can go to the next problem solving area. And so that's really what we do as entrepreneurs is just solving problems.

**Amy:** Right.

**Michael:** If something doesn't work we try to figure out a way to solve it. So yes your next problem will be how to stop trading time for money and if you're already in that place where you're booked solid or you're about to be totally booked solid then you look at my second book called *"Beyond Booked Solid"*, which of course is about what do you do when your time is all booked up? Sometimes it's really simple. I'm an Acupuncturist so I see every once in a while a really nice guy, he's in his 60s, probably the best known Acupuncturist in my little town, and he charges like he charges so little every time I seen him I always tell him, you know you really should be charging more. And he's always complaining about how busy he is and overworked and overwhelmed and blah, blah. So I gave him a whole bunch of ideas and I said "You know you could bring in another Acupuncturist, you can start to do this or that and the other thing." He said "No, no, no, I'd really

like to do the business myself.” I said “Well why don’t you just double your prices?” He’s like “No, no, no, I’d lose half my clients.” He called them patients, but do you see the math there.

Amy: Right, right.

**Michael:** So he was charging \$50. I said “Why don’t you charge \$100?” He goes “No, I’d lose half my patients.” Okay he’d make the exact same amount of money and have twice as much free time. It’s so simple.

Amy: Right.

**Michael:** But he was hung up in this the way that he’s done something for so long and he feels he needs to increase his residency around money and the value that he’s bringing, etc. But fundamentally that I thought was very interesting and I think a lot of people run into those problems and they’re very simple problems that can be addressed if we’re willing to. And the fact of the matter is he would not lose half his clients. Even if he lost, maybe he lost a quarter of his clients, he’d make more money than he did before, right, and he’d free up a quarter of his time. He’d make more money because two thirds of his clients are now paying \$100 instead of \$50. So there’s a lot of different ways you can build something that is much more leveraged and scalable. And that’s just one tiny way, simply raise your prices.

Amy: Now we talked a few minutes ago about information overload from the standpoint of the business owner trying to figure out what strategy to use.

**Michael:** Yeah.

Amy: From the standpoint of the consumer, I mean obviously they’re getting bombarded with messages with advertising and everything. How do we as small business owners and entrepreneurs stand out or get the attention when there’s so much out there?

**Michael:** That’s a good question. Well look you have to obviously have something that is worthy of attention. Now that seems obvious to say but I’m not so sure that most of the stuff that’s put out is worthy of that much attention. And we cannot bother the people we’re trying to serve by giving them something that they’re not going to find relevant. Every single person is not going to find everything you relevant certainly, but you’re trying to speak to a very specific target audience about very specific solutions to very specific problems. And one of the most authentic ways to get recognized is to actually produce material that is worth being recognized.

So you know I know that’s not a trick right that should be the obvious thing, but how much time are we spending on the content versus how we do the marketing? Because let’s say you decide you’re going to be very, very disciplined and long termed focused with your blogging, that’s what you’re going to do, so you blog three times a day. And instead of spending your whole day trying to figure out the latest little like mash up thing to put the new widget in and blah, blah, blah, you focus on producing literally the most outstanding content, the most provocative, the most compelling, the most conversation starting content you can. And you can do that every single day three times a day. And you just everywhere you go you invite people to read that blog. And if you produce great content they’re going to keep reading it. And one person is going to tell

somebody else and one person's going to tell somebody else, and one person will tell somebody else.

So whatever we choose that continuous effort is important. In the old days when people used the thing called The Yellow Pages the way that a Yellow Pages ad worked is if you bought the same ad for 15 years in the exact same spot because when you, let's say I'm looking for a plumber and I go into the Yellow Pages and look up plumber and every time I keep seeing that same ad I go "I saw that guy like five years ago." Well, he's the guy I should hire because obviously he's still in business right and there's some security there and the content that he's got on his ad is relevant. Today the content is what's most important and that long term continued supply of that content is what's so important.

**Amy:** It sounds like it comes back to what you said earlier about just really being true to yourself.

**Michael:** Yeah I mean look I'm just giving you one...that's just one particular point or tactic you could use through blogging.

**Amy:** Right.

**Michael:** But let's say you want to do...one of the networking tactics that I suggest is introducing two people everyday who are in your network who don't yet know each other. You do this every single business day. So you're introducing two people each day. And I might say Amy "You know I really think you should meet Michael Gerber and Michael I really think you should meet Amy because of this" and I make this introduction saying "Michael meet Amy, Amy meet Michael. Amy does this, Michael does this." So you guys have this thing in common maybe you find some value meeting each other, peace out see you later. That's all I did. And then I put each one of you into my follow-up system to reach out three, four, five weeks later, say "Hey you guys ever connect and you enjoy each other? What's new right?"

So that one particular networking technique requires no fancy technology it requires, I mean you got to have email but I think that's pretty primitive. So no fancy technology, it doesn't require any kind of content generation, you don't need to be a writer or you don't need to be a speaker you just need to think, which maybe is a dying art these days you need to think about what is relevant to the people you're trying to build relationships with and who in your network might be relative to that. And if I had the opportunity to change the dictionary, which I don't think in my lifetime I will but if I did I'd want to change the word 'marketing' to 'relevancy'. Because you can market all day long but if you're not relevant nobody's paying attention, not with all these messages blasting at you. But if you're highly relevant then the people you are meant to serve, and hopefully they're the same people you want to serve, are going to pay attention to you.

And so that's the key whether it's doing something as simple as that very simple networking strategy or something that requires a little bit more technology or more activity in the blogging, it's that long term, again, aggregate of initiative of effort that brings you the greatest results. But you're still looking at it just day-by-day, day-by-day, day-by-day. One step at a time, one day at a time. Three post today then the next day, what do I do today, three posts today. You don't look and go, oh my God I got to do three seven is twenty-one, twenty-one times four is that's eighty-

four, then eighty-four times twelve, you're not doing that, that's ridiculous.

Amy: Right.

**Michael:** It's just one day at a time.

Amy: One step at a time yeah. Well our interview time has just absolutely flown by but I want to make sure that if you have any final thoughts or comments?

**Michael:** Well look just say three things. Number 1 I think there's certain people you're meant to serve and others that you're not. And your job is to do everything you can to find those people you're meant to serve and go about doing everything you can to serve them. Number 2 I think you can do a lot more with a lot less than you think. A lot more with a lot less than you think. And then 3 just remember that you're in a service business but in order to stand in the service of others you also have to stand in the service of your destiny and that requires a lot of self-love, a lot of self-care, and a lot of meaningful connection to the work you're doing personally.

Amy: Oh thank you Michael. And every person who's participating in this series if you have not read Michael's "*Book Yourself Solid*" book and "*Beyond Book Solid*" both I highly recommend both of those books that will help you address these concerns and issues that we talk about. And to find out more about Michael and the additional books he has available you can go to [www.michaelport.com](http://www.michaelport.com).

**Michael:** There's also free...they can get free chapters from all four of my books at [www.michaelport.com](http://www.michaelport.com).

Amy: Oh that's awesome.

**Michael:** So if they want to do that before going and buying anything and just see if they resonate with what they're reading.

Amy: Well I have a feeling they can tell just by what you shared with us today there's a lot of great stuff there.

**Michael:** Thank you.

Amy: So thank you so much for spending time with us today. I really, really appreciate it.

**Michael:** Oh you're welcome, it's really my pleasure. It's really just a pleasure to be asked and to get to be of service.

Amy: Thank you to Michael Port. And our next speaker is Meredith Liepelt who is going to share with us how to raise your celebrity profile. Get ready to take some notes.

Hello everyone. I would like to take a moment and introduce you to Meredith Liepelt. She is the Founder of Rich Life Marketing based in Columbus, Ohio. Meredith helps her clients gain visibility and an increased celebrity profile through authentic self-promotion. Her fans include coaches, consultants, speakers, authors, virtual assistants, image consultants, copywriters, solo entrepreneurs, etc. What she does she teaches them how to raise their celebrity profile and



make more money in less time through her proprietary system. And Meredith is also author of the book *“Flourish! 10 Easy, Elegant and Essential Marketing Strategies for Solo and Micropreneurs”*. So welcome Meredith. Thank you so much for joining us today.

**Meredith:** Thank you Amy. I am delighted to be here, so thank you.

**Amy:** Well I want to jump right into it because I’m really excited to talk to you about some things that you and I have been talking about offline that really there has been an increase in the talk about celebrity.

**Meredith:** Yes.

**Amy:** And when I say that I mean like beyond what we’re reading in *People’s Magazine*”. So I would love to hear more about what you’ve been noticing and how that relates to our theme of sales transformation.

**Meredith:** Absolutely. It’s true that the word ‘celebrity’ is really not just for Hollywood anymore. It’s a great thing because a marketing coach for small business owners I’ve been talking about this issue for quite a while now and I’ve just recently put the term celebrity profile behind it, and it is really striking a cord with people out there, because I’m using the term celebrity in a little bit different way. This really is the sales transformation because when you think of yourself as a celebrity you start to think of yourself as being worthy, being worthy of being known, being seen, being hired and frankly, even being celebrated. Every successful entrepreneur has this star quality about them and what this is about is really finding a way to tap into that and unleashing your unique star quality because no one’s star quality is exactly like anybody else’s.

So my mission is to really be a mentor and a champion for other business owners who want to become known, they want to become celebrities in their own right, whatever that means to them. And it’s not necessarily about being on Oprah or something like that, that’s fine and great, and that’s wonderful if you want to pursue that, but really it’s more about embracing those qualities that you bring to your work in such a way that really make you relatable, memorable, hireable, all those things. And I personally get a thrill when I get to work with others who want to create what I call “Real Celebrities” people that we can all look up to, that I can look up to. I’ve got two young daughters I want them to have real celebrities that they can look up to, people who should be known because of the great works that they’re really putting out there in the world. These are regular people like you and me, Amy. And I know that you tend to attract these kinds of people because they have something to say. They have some sort of creativity to express a movement to lead. These are the people that I think are real celebrities and who can really make a difference in the world by embracing that in themselves.

**Amy:** Yeah that’s a really interesting perspective on it. I’m curious when you take that and specifically apply it to business owners, entrepreneurs, people who are looking to promote themselves as an authority in their field, how does this apply to them?

**Meredith:** Exactly. Well when you’re out there prospecting you really need some credibility, and those credibility pieces gets you in that sales conversation with potential clients. So it’s a direct application because doing specifics to raise your own celebrity profiles such as having a book or

being covered in the media, writing articles, interviewing well-known people, there's lots of great ways to raise your own celebrity profile and that is basically your credibility pieces. So when you can say that you're an author of the book there's some credibility there, there's some cache to that.

So people, even your friends, start to look at you differently when you can say "I was covered in the media" or "I got on television" or you get asked to speak, you get asked to be a panelist, and all those kind of things. So really it starts with embracing your own power and being a "celebrity" is really a mindset. You need to know what you have to offer, your mission, your ideas, your movement, you need to know that that is worth spreading and really spreading in a big way.

**Amy:** Now what if someone is just a little nervous about it, they're scared or they're just afraid of being in the public eye? How do they handle it?

**Meredith:** That is such a great question and to tell you the truth I could talk about this for hours because I can so relate to this. What I can say is if there's a place for me there is a place for you because when I tell people that I know really well that I'm shy people say "No you're not", but it is so true. When I walk into a room full of people that I don't know I'm the one with the sweaty palms. It is not a comfortable proposition for me but I do this when I do public speaking or teleseminars or I travel and go to the networking meetings, and I know that people who are listening to this you have those same experiences. And what I have found is that there are ways of coping with this and you can do this through visualization, you can do this through meditation can really help or just being prepared. Again like having that mindset of knowing what you're walking into, knowing what you want to get out of it, perhaps even doing affirmations about it.

But working with people who also identified themselves as shy is something that I really like to do because I understand that. I kind of have this love/hate relationship with being in the limelight. Can I tell just a quick story here?

**Amy:** Absolutely.

**Meredith:** Okay. So I have a lot of theatre performance in my background. I've been on stage. I can't even tell you how many times, singing, dancing, acting, you name it. And there's something about being on stage that really calls to me but going up and acting, being somebody else or dancing, that's fine and that's not all that difficult, but going up on stage and speaking and being myself in front of people that's very vulnerable right, because you have to be pretty transparent in those places.

But I have learned that I can draw from some mistakes that I made. I have made a big huge blunder when I was on stage at one point, this is when I was doing some acting, I had this big monologue that was really pivotal to this whole one act and I got out there I had to go to the front stage and do this, and I completely blanked. I mean totally there was nothing there.

**Amy:** The classic actor's nightmare right.

**Meredith:** Totally. And so I just kind of like made something up and then I walk off stage. I was so upset with myself and all this kind of stuff, but I had to pull it together because I had to go back on stage

in like two minutes, and I did I pulled it together. But all these experiences, even if you have big blunders like this, you pull from and they do make you stronger and they do make you better. So there's a lot that you can do if you do feel nervous or scared about being there in the public eye. I have learned tips and tricks like the visualization meditation just be absolutely prepared and knowing what you're walking into. So again if there's a place for me there is a place for you.

**Amy:** Yeah and I would think too that if it's an area that's really causing you a lot of anxiety or worry then get some support. There's fabulous coaches out there that can help with that particular piece too.

**Meredith:** Absolutely.

**Amy:** So I always say "Don't be afraid to ask for help and get some support for sure."

**Meredith:** It's so true. There's so much out there that you can find. You can find the support in the help that you need.

**Amy:** Right. So let's get the specifics here. Can you give us some How To Tips, maybe three to five tips on how to build the kind of celebrity status that you're talking about?

**Meredith:** Absolutely.

**Amy:** To really build our credibility.

**Meredith:** Oh I would love to. I have a lot of them so I'll just kind of quickly go through a few here. Some people who are listening to this might already know this but there's a Web site called [www.helpareporterout.com](http://www.helpareporterout.com). And if you go there you can sign up for free and you can get some free press queries that come out. These are reporters, bloggers, you know other people who are out there writing with big audiences who need experts to comment and kind of fill out a story or something like that. And so that may send something out and they might say "You know Amy I'm looking for a sales coach who can talk about sales transformation", you know, something like that. And then you would just send them back something and say "Oh I happen to be a sales coach who talks specifically about sales transformation. And then you can get covered in the press in that way. So [www.helpareporteerout.com](http://www.helpareporteerout.com) and there's another one called [www.pitchrate.com](http://www.pitchrate.com). The same thing these are both free.

**Amy:** Great.

**Meredith:** Also not to forget just small things like look at your signature in your email address you can use that to really promote yourself as an authority. You can have a call to action down there to go get your free special report that's on your Web site or promote something that you have going on some sort of credibility piece. If you just want to won an award you can say award winner or if you're running a certain local networking group. Use that signature line that is valuable real estate and that's free and that goes out to everyone. So don't forget to use that signature line.

**Amy:** That's a great tip.

**Meredith:** Absolutely. And then, oh my gosh, there's so many things testimonials, both giving and receiving testimonials. These are really great, fast quick ways to gain some sort of celebrity profile gain more visibility. When you collect testimonials from other people it's just a great way to show that through social prove that you do know what you're talking about. This would be great for if you do speak at an event have the event organizer write something that talks about the value that you were able to give to that particular group or something like that. So always be collecting testimonials.

And then also look at where you can provide testimonials to other people who have a strong following. For example, if you're on this line here today because you know Amy, if Amy has helped you consider writing her a testimonial or doing a video testimonial or something like that that's very results oriented because Amy's got a high traffic Web site and she might put you up there, so that's not a bad thing either. And believe me we didn't talk about this before, I'm just saying that this is an example. And look at other people too that are out there very much in the public where you can...I mean I've gotten a lot of traffic to my Web site just by doing this one tactic. And of course you will want to be genuine about this you're not out there just giving testimonials left and right because this is your credibility that's on the line. So look for people that you really enjoy, people that you really trust and where could you potentially give testimonial or some sort of endorsement or case study.

**Amy:** Yeah I like your approach to that it's a real, coming from a place of giving I think is very powerful and it does...I do find that the old what goes around and comes around thing.

**Meredith:** Yes.

**Amy:** Absolutely helps.

**Meredith:** Absolutely.

**Amy:** So I love that.

**Meredith:** Absolutely. Gosh I have so many more. I mean definitely look at your domain names. Take a look do you have your actual name and then your Web site maybe that gets forwarded to your main Web site. And also look at .TV versus .com it's very, very hot. So if you don't have your name or your business name with .TV you might want to go snag that right now, even if you don't have plans for it because these are big visibility things. And you don't want somebody else with your name or with your business name having that .TV because that's definitely, it is up and coming. So be sure to take a look at that.

**Amy:** Is that because people are starting to post a lot of videos and things like that on .TV.

**Meredith:** Exactly yeah.

**Amy:** Okay.

**Meredith:** And online TV shows and all kinds of things like that. So definitely go out and grab that even if you don't have immediate use for that. It's worth that \$10, \$15, \$20 dollars, whatever it is, to just

grab that and have that as your own.

**Amy:** Awesome. Now what kind of results can someone expect to see if they start implementing these types of ideas? Like how would it impact their sales process?

**Meredith:** Absolutely. Well the transformation that happened it's kind of like planting seeds, you plant seeds and then before you know it you have this beautiful garden and you're like, wow I have a great garden. There's a Chinese Proverb that says something like "Moving a mountain starts by moving small boulders." It's something like that but when you take these, what I've been talking about are very small baby steps like none of these, you know one of these things in and of itself is not going to propel you into huge stardom, but what it does it starts to place you around in all these different places and you keep popping up and people start telling you "Wow, you're everywhere. How do you do all these things?"

So don't underestimate the power of these small baby steps that you can take to do this because before you know it you have this long trail of success behind you that really like energetically it just kind of propels you, it pushes you to that next level. So in terms of results that you can see really this is about authentic self-promotion and it leads to more better clients, more prestige, more profit, and frankly who doesn't want that.

**Amy:** That's right. It sounds like you're talking about that you really sort of building momentum like you're creating awareness and building awareness of who you are authentically as a person and that that starts to sort of feed on itself almost...

**Meredith:** Exactly.

**Amy:** ... because it leads to other things right.

**Meredith:** Absolutely. Absolutely. In fact, you know talking about testimonials Jack Canfield used this as one of his visibility tactics at one time. I think that there was a year that no self help book came out without a testimonial from Jack Canfield because that's one thing that was a tactic that he used to really make himself be known in that way. So I figure if it's good enough for Jack it's good enough for me.

**Amy:** Do you ever get overwhelmed with all the different ideas that you can have because like you said we could sit down and come up with like 50, 60, 70 things and sometimes some people can just get overwhelmed by all the different things that they could be doing.

**Meredith:** Yes I mean that is very easy, especially for someone like me, because I don't know if you can tell but I get excited about talking about this and then when I get to know a person's business there's just things that come to me, and you're probably the same way Amy just, oh you have these great ideas and things like this, but the truth is there is only so much time in a day. So you really do have to have a plan. You have to be very clear, have a clear vision with some focus action and that's going to create your massive results.

So not to get lost into that's really one of the mistakes that people can make is not being really clear about where they're moving and what this celebrity profile is really going to do and really

where you're going, what's the end goal.

**Amy:** Right like where is it going to lead to?

**Meredith:** Absolutely.

**Amy:** What are you hoping for?

**Meredith:** Yeah.

**Amy:** I was going to ask you about that, that's like one of the mistakes that somebody can make. Are there any other? Do you have any other words of advice in terms of cautionary?

**Meredith:** Yes. Absolutely. I would say also make sure that you are taking a stand. There's a lot of mediocrity out there and it's kind of scary to be very bold in what you say to people.

**Amy:** Yeah.

**Meredith:** And so really not stepping fully into your mission or your movement is a big mistake because it's that plain vanilla then your message gets a little muffled and it's like, well I don't know can he or she help me I don't know because I'm just not clear enough? But when you are very bold that's also another...that can be transformative. Talk about a sales transformation when you can go out there and you can say "I can help you do XYZ that gets attention and that increases your visibility. It takes some courage for me to say I can help you raise your celebrity profile. That takes courage for me and I've had some interesting conversations around this, but really that is my stance.

So really what is your stand? How can you portray that out there? Just to be thinking about how can you really fully step into this and then erase it as oppose to, well I can kind of sort of help do this. Now my goal for you is to really have a very bold statement and a bold stand.

**Amy:** Yeah and I think not being afraid of being controversial...

**Meredith:** Yes.

**Amy:** ... when you're talking about the whole vanilla thing yeah sometimes with making your bold statement it might be controversial but you will attract the people that you're meant to work with.

**Meredith:** Exactly.

**Amy:** That it's a right connection.

**Meredith:** Absolutely.

**Amy:** Awesome. So this has been absolutely awesome. We've covered a lot of ground. I wanted to find out any other last words of wisdom, additional tips, anything that you'd like to share with the audience. We have just a couple of more minutes before we wrap up.



- Meredith:** Sure absolutely. If I could maybe give one more tip.
- Amy:** Sure.
- Meredith:** And then could I offer a free offer?
- Amy:** Of course.
- Meredith:** Okay beautiful. Well what I'd like to share with people is there's a Web site out there again this is free its called [www.awardsync.com](http://www.awardsync.com). And you can go to this Web site and you can actually look up different awards that are available in your industry and you can start to follow them and just see is this an award that I want to be nominated for? Would this be an award that would help propel my celebrity profile, things like that? So again it's a free Web site so if you want to have awards as part of your focus action checkout [www.awardsync.com](http://www.awardsync.com) and you can find some interesting things there.
- Amy:** That's awesome I've never heard of that.
- Meredith:** Yeah.
- Amy:** I'll have to check it out.
- Meredith:** Definitely.
- Amy:** And then how can they find out more about you?
- Meredith:** Absolutely. Well you can go to my Web site, which is [www.richlifemarketing.com](http://www.richlifemarketing.com) and you can find out some more information about me there. I do have a free report there that's called 101 ways to build attract ideal clients and build your profile those types of things. You can download that for free and then I'll also send you free tips every two weeks. And if you're really ready to take it to the next level you could also go to another Web site which is [www.visibilitymakeoverapplication.com](http://www.visibilitymakeoverapplication.com) and you can apply for a free visibility makeover with me. Again it's [www.visibilitymakeoverapplicaton.com](http://www.visibilitymakeoverapplicaton.com). There's just a short form there ask you about your business, your goals, your challenges and what you're trying to get clear on, things like that. And then I pick about one possibly two every week, so I don't get to everyone just for the sheer volume, but it is another part of my...I have a lot of free outreach things that I do, teleseminars and things like this, but this is another kind of free thing that I offer. So if you're interested in taking it to the next level you can check that out as well.
- Amy:** Which also raises your celebrity profile right?
- Meredith:** Absolutely.
- Amy:** With that outreach.
- Meredith:** Absolutely.



Amy: Living by example Meredith.

**Meredith:** Exactly and I mean it's a great thing to do for anyone who's listening on this call you could do that as well so.

Amy: Well thank you so much. I want to make sure everybody got that. To find out more about Meredith's company its [www.richlifemarketing.com](http://www.richlifemarketing.com) and to apply for a free visibility makeover it's [www.visibilitymakeoverapplication.com](http://www.visibilitymakeoverapplication.com). So thank you so much for joining us today Meredith, I really enjoyed talking to you.

**Meredith:** You're welcome. Thank you Amy I enjoyed it as well.

Amy: Thank you Meredith and thank you once again David Frey, Michel Port and Meredith Liepelt. Today you should be walking away with some fabulous ideas about generating more referrals, filling up your pipeline and raising your celebrity profile. So I'm sure that your notebooks are starting to fill up already. So if you enjoyed this session and you would love to have a recording of this series as well as a transcript you can still access that at [www.feartofabsales.com/upgrade](http://www.feartofabsales.com/upgrade) and fro a limited time we are still offering them at a discount. So please go there so that you have access to this great information whenever you need it.

This is Amy Palmer your Fear Bustin' Sales Coach and I look forward to seeing you tomorrow.

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