

Business Card Referral Program
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Most days I make a sandwich or have a bowl of soup for lunch. I can eat the sandwich right at my desk while I go over the work for the afternoon.

Today, I wanted something different for lunch so I left my desk and went out for a Pizza I stopped in the local pizza shop and on the counter was a cool marketing idea. It reminded me of an article I read about months before. (For the life of me I can't remember where or who wrote about this, because I would like to give them credit for this idea.) But, this is not a new idea but very few businesses use this profit making marketing idea.

Anyway, I went to pay for the pizza and I saw these business cards on the counter. I thought they were for the pizza shop when I noticed the wording in smaller letters.

I took one and when I got back in the car I read it more carefully. It was actually for another business. But with a BIG twist. Now why would one business have business cards on their counter for another business. I can see if they were on a bulletin board but right at the check out counter?

This turned out to be a real neat marketing trick that you can use to make money.

It does not cost you any money to start and no money to produce or run this program. You can do this program if you only have a few minutes a day to spare. And as I was to find out you can make \$75.00 each and every time you do this.

This is a quick report because it does not take long to explain but it can make you some good money every day. You can start this business even if you only have five minutes a day. You can find that much time on your way home from work. Yes you can run this business with five minutes in the evening setting it up and finish it on your way home from work the next day with a two-minute stop. You can set up and run a program like this while you have friends over for a weekend get together. Set it up while doing your shopping chores. Anytime at all is a good time.

How do I know you can do this in the situations as described above? Because that is exactly what I did when I set up a number of these programs. And I made \$75 bucks on each one.

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An Overview

Some businesses just go together like a Landscaper and a Garden Center--A Pizza shop and a Video Store—A Roofing Company and A Home Inspection Service.

You will see what I mean a little later in the report, but first an overview.

Some of the biggest businesses feed off of each other for referral business. The one that comes to mind is financial businesses. The banks have lists of surveyors, insurance agents, realtors, title companies, etc. They keep these list so they can recommend these services to their clients.

It is good business to give their clients the means to get every thing done quickly so that they can supply the mortgage and make their money.

But very few Mom and Pop businesses use this to their full advantage. By recommending another persons business you can help your own business in one way or another. That is what this report is all about.

I will tell you about the situations I mention above to show you the overall plan.

Remember this statement: **Yes you can run this business with five minutes in the evening setting it up and finish it on your way home from work the next day with a two-minute stop. You can set up and run a program like this while you have friends over for a weekend get together. Set it up while doing your shopping chores. Anytime at all is a good time.**

Here is what I did at a family gathering. One person owned a landscaping and lawn mowing service and another person owned a grocery store that had a garden center attached to it.

I asked the landscaper if he would like to get customer referrals without asking for them and at the same time give them a free gift. He said sure. Then I asked the garden center guy if he would like to bring in more business and start a list of customers that he would be able to market to without any work on his part. He said sure, how much was it going to cost. I told him it would cost the price of a thousand good quality business cards. He said sure. I made arrangements to meet each at their place of business the next day.

Now these two businesses were about one mile apart and although they knew each other they had never thought of using each other services to get customers and make money for each other. All I did was put them together and I made a quick \$75.00.

That night I printed up a sample business card (front and back) on plain paper in plain black ink. Here is a sample:

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Front of Card

<p>Rose's Landscaping Service</p> <p>This card good for one FREE plant with a value of \$10.00 or less. <i>Redeem at</i></p> <p>John's Plant Depot 123 Violet Ave. Hyde Park, NY 12538 Only one per household</p> <p>Back of Card</p>
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<p>Name _____</p> <p>Address _____</p> <p>Telephone # _____</p> <p>Email: _____</p> <p>"Above Must be Completed for Redemption"</p>
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Now I told Rose all she had to do was give a card to each of her customers as they finished a job and also to give that customer four more cards for friends and neighbors. A total of five. This way she gave an extra value to the customer and got her name into the other four people's hand with a chance of getting work from them.

And John, for the price of one thousand color business cards, (\$100) got all of Rose's customers to his store for the price of a 50 cent plant. **Update:** (later on I found out that each of the customers that redeemed the free gift card spent an average of \$25.00 on other plants.) Now was that a Win/Win/Win deal.

The third Win is me. It cost me \$25 for a thousand business cards and I made \$75 bucks on the deal that took a few minutes to set up.

The rest of this report is the step-by-step instructions. Also I give you some businesses that can work this plan together.

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Step One: Pick two businesses that will be in your travels.

All you have to do for this step is match businesses that will benefit from this plan. I have listed a few here to get you started. Once you start I am sure you will come up with a lot of others.

Landscapers & Garden Centers
Pizza & Video
Construction & Home Inspection
Insurance & Accountants
Title Company & Surveyors
Wedding Shop & Flower Shop
Photo Service & Gift Shop Auto
Repair & Auto Detailer Beauty
Salon & Nail Salon Bowling
Center & Golf Course

That is enough to give you the idea. Just find an offer that makes all happy and run with it. If you ever get stuck on finding matches just go to Ebay and click on any one of the categories. Under each category you will see sub categories. These are perfect matches for businesses that are related.

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Step Two: Set up a business card (front and back) on your computer

For this step use the copy from the sample I give you below and put your own copy in the boxes on the template you got with this program. All it is two test boxes. Make them big so the copy stands out so the business can see the copy.

<p>Rose's Landscaping Service</p> <p>This card good for one FREE plant with a value of \$10.00 or less. <i>Redeem at</i> John's Plant Depot 123 Violet Ave. Hyde Park, NY 12538 Only one per household</p>
<p>Name _____</p> <p>Address _____</p> <p>Telephone # _____</p> <p>Email: _____</p> <p>"Above Must be Completed for Redemption"</p>

Step Three: Print out this business card on plain white paper.

You put both sides of the card on the same sheet of paper so the business can see both sides at a glance.

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Step four: Stop in the first business and tell the owner you would like to give him a gift for each of his customers

You can stop at either business first, but I stop in the one that is going to get the “gift cards” first, so I can tell the business that is going to pay for the cards that I already have a place to give out the cards to all their customers.

You show the sample (in fact I put the sample page in their hand) to the owner and say.

I have a business that is willing to give away a gift to all your customers and it will not cost you a cent. This will make a nice “thank you” gift for your customers. You’re looking at a sample of how this works. The only thing you have to do is agree to pass out the cards by placing them by your register.

That is all there is to this part.

Step Five: Stop in another business and tell the owner you can get him a ton of new customers if he will pay for the printing of the business cards.

Now that you have the first business lined up you go to the second one. You hand him the sample with his business information on it. You say to him:

I have a related but non-competing business that is willing to give 1,000 of these cards to all of his customers. These should bring in a good number of new customers to your business and your only investment will be the cost of 1,000 good quality business cards. What kind of special would you like to offer?

Then just answer his questions. Most of the questions will be who is the business? How much? Just answer straight forward and most will go for the plan.

If you get any resistance bring to his attention that he will know exactly how many new customers he gets because they have to return the cards to him and he will have their name, address and email address for further promotions.

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Step Six: Stop at your local print shop and have the cards printed.

You now have to make up the card with the deal the owner agreed to so you can give it to the printer. Use the MS Word business card template. Use one for the front and another one for the back.

If you want these cards printed right away you can buy the blank card stock (use color stock) and have the printer print your templates right on this stock. Have them cut them and you have your business cards. It will cost you a little more this way for the cutting but you can get it printed quickly. You can either wait for them or continue on to step seven.

Step Seven: Continue on your errands and stop back and pick up the business cards.

Step Eight: Show business #2 the sample cards and collect your money.

Step Nine: Drop off cards at the first business.

You can work this with these same businesses every month or so with a different offer. I just switch the roll of each business. The one that gave away the gift this month receives the gift cards from the other business next month.

When you get 10 of these pairings you will be bring in \$1,000 a month with \$750 being profit for you. Not bad for a few minutes work on each program.

Good luck,

Skip

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