



Fearless Referrals: Boost Your Confidence, Break Down Doors, and Build a Powerful Client List

Matt Anderson

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Use Your Contacts as the Building Blocks to Success

"The 'Golden Rules' for developing a continuous chain of high-quality referrals for any product in any business."

?Brian Tracy, bestselling author of *The Psychology of Selling*

"This easy-to-use, practical guide will dramatically increase your referral stream."

?Jon Voegele, Regional Vice President of Agency, COUNTRY Financial

"Matt Anderson has written an indispensable manual to doing business in our networked age where ideas and business opportunities travel virally."

?Magnus Lindkvist, trendspotter and author of *Everything We Know Is Wrong* and *The Attack of the Unexpected*

When you ask a successful salesperson how he or she gets so much business, the answer is always the same: "Word of mouth." A quality referral is vastly more valuable than any other form of marketing. But how much time and effort do you actually spend harvesting those referrals?

Fearless Referrals shows how to secure consistently higher quality referrals the right way. This groundbreaking guide provides a toolbox of wording that works, powerful fear-killing techniques, and proven referral-gathering methods that will completely transform your business. Learn how to:

- Overcome the fears of rejection and appearing too needy
- Develop a six-step system where others are comfortable opening doors for you
- Create relationships that foster future referrals
- Ask the right people, the right way, at the right time for a referral

You can build a world-class business simply by leveraging your most valuable asset?your network. As you become increasingly fearless about referrals, word-of-mouth is money in the bank.



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