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The "referral engine" really is a process rather than a mechanism.

Despite what this book's subtitle claims, no business can be "taught to market itself" any more than a piano can be "taught to play Bach."

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However, as Jantsch explains, an organization's leaders [begin italics] can [end italics] devise and then execute the aforementioned strategy.

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your average book about referrals and marketing, this is a small business how-to guide on creating content that makes a difference. I consider myself to be very well versed in the ways of new media and social engagement for my business and my personal brand, but I could not stop writing notes and

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only helpful if they're given to the right people. Educate your customers about whom they should be talking to. The secret to generating referrals lies in understanding the "Customer Referral Cycle". Businesses can ensure a healthy referral cycle by moving customers and prospects along the

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path of Know, Like, Trust, Try, Buy, Repeat, and Refer.

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expert John Jantsch offers practical techniques for harnessing the power of referrals to ensure a steady flow of new customers. Keep those customers happy, and they will refer your business to even more customers.

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