



## Section One

# The Secret Of Getting New Referrals For Your Business... All On Autopilot

By Jon Keel  
with Elysse Curry  
5 Star Strategic Results, LLC

Do you agree with this statement?

**“Your business is dependent upon your reputation, and your good reputation leads to more referrals, and more referrals leads to more customers, clients, or patients and revenue.”**

The answer is obvious.

And the good news is that there are two types of referrals, one you're quite familiar with and one that, if you understand its power, can provide new patients to you, as this chapter title says, all on autopilot.

The first type of referral, *Personal Referrals*, you know very well. Hopefully you have an active *Personal Referral* plan in place. If you've been in practice for more than several years, you understand its power.

## Personal Referrals

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- “Here’s someone you should see”
- Private
- One to One
- Offline (in person)
- Dependent upon personal contact – time and place dependent

Personal referrals result, for example, from one of your existing customers, clients, or patients responding, perhaps to a question from a friend, family member or coworker, about where to find a good dentist. “Here’s someone you should see” are golden words to you. By definition Personal Referrals are private, occur during a one-to-one conversation, and are totally time and place dependent.

The second type of referrals we call *Public Referrals*™, and understanding and implementing a *Public Referrals*™ system can not only bring you new customers, clients, or patients on autopilot, but give you a long-term sustainable competitive advantage in your local market place.

Personal Referrals	Public Referrals ©
<ul style="list-style-type: none"> <li>• “Here’s someone you should see”</li> <li>• Private</li> <li>• One to One</li> <li>• Offline (in person)</li> <li>• Dependent upon personal contact – time and place dependent</li> </ul>	<ul style="list-style-type: none"> <li>• Internet Reviews</li> <li>• Public</li> <li>• One To Many</li> <li>• Online</li> <li>• Available 24 x 7 – continually visible</li> </ul>

*Public Referrals*™ are commonly called internet reviews, but using this terminology downplays their significance. Compared to *Personal Referrals*, *Public Referrals*™ are in public view, are online, but most importantly are available 24 x 7 as opposed to being time and place dependent.

Sometimes business owners will ask, “Which should I use?” My response, “Do both, and understand their overwhelming power when you use them together.” And in today’s environment, if you understand your prospective customers, clients, or patients’ behavior, you’ll become totally committed to using them both.

Let me explain.

Let’s followup on the example I noted above, where a prospective customer, client, or patient asks one of your customers where he or she can find a good \_\_\_\_\_ (whatever solution you offer). Because you’ve done such a good job of implementing a *Personal Referrals* program, your customer, client, or patient tells them about you.

What’s the first thing the prospective customer will do?

What would you do if you were the prospective customer?

Many people to whom I've asked that question respond, "Well, I'd check them out online." And that's what the most recent research shows.

My friend David Sprague of Real Strategic, Inc. recently commissioned an independent research study focusing on referral behavior. Some of the results are astounding.

In response to the question, "What do you do after being referred a business?" here's what people said:

- 87% search online to find the company information
- 4% dial 411 to find the company information
- 6% use a phone book to find the company information
- 2% do something else

Look at those figures again, **almost 9 out of 10 people go online after they've been given an offline referral.**

It should be obvious that you want to get very good (if you're not already) at implementing both *Personal Referrals* and *Public Referrals*<sup>™</sup> in your business.

Then, and I believe this is the more significant finding of the research, in response to the question, "What do you do first when you search online for a business?", the respondents said:

- 52% look for online reviews and ratings
- 35% look for the website and contact information
- 13% look up social media pages

Not to jump to the end of the story, but I'll come back to why these results are important later in this report.

Do you see how *Personal Referrals* and *Public Referrals*<sup>™</sup> are closely intertwined? Today they meld in with your prospective customers', clients', or patients' natural behavior.

### **Why Is This More Important Today?**

Knowing what your prospective patients are doing when they find out about your practice, what will they find when they search online for you?

Do you have negative reviews?

Almost as badly, do you have 0 reviews?

Or do you have a large number of **5 Star** reviews online?

And, are your existing **5 Star** reviews spread in multiple places across the Internet (tying into the second part of the above research)?

Before we get into answering these questions, here's some background information.

In mid- 2012 Google made major changes that overnight affected 80 million local businesses worldwide. Briefly, Google now shows your **Online Reputation** (the number of *Public Referrals*™ you have), not only in your local Google listing, but for any of up to 20 review websites (Yelp, Insider Pages, Merchant Circle, etc.)

A friend of mine says that your Online Reputation is now out there “in front of God and everybody.”

Four major “game changers” for local businesses have occurred as a result of these changes.

### Here's Game Changer #1:

**80 Million Google+ Pages Merged With Each Company's Website & Reveals Their Reputation**

Search For Any Company Name Plus The City Reveals Their Reputation

Google [redacted] cincinnati

About 5,530,000 results (0.53 seconds)

**This is Bad!!!**

[redacted] St  
Cincinnati  
S (513) [redacted]

2.9 ★★★★★ 11 Google reviews

[redacted] Cincinnati, OH - Yelp

www.yelp.com > Health & Medical > Dentists

★★★★★ Rating: 3 - 9 reviews

9 Reviews of [redacted] "I've been going to the [redacted] location for a few years. I'm about as much of a fan of the dentist as you can be. I like that ..."

Beginning on June, 2012, when you type in any company name and a city in Google, it reveals the company's reputation. In the above example, I searched for “dentist Cincinnati oh”; I found [redacted] (for obvious reasons I've blacked out the name of the practice) ranked near the top. I then typed in “[redacted] cincinnati” into Google and got the above results.

You'll note that, on the plus side, this practice has 11 Google reviews. On the negative side, and this is a big negative, it has a 2.9 out of 5 stars reputation rating. This is incredibly poor. The bottom line is that this practice does not have a good reputation.

So, anyone actually searching for them, maybe even just to get directions, is going to type in their name and the city to find some more information.

Ask yourself: would you go any further or would you move on to find a dentist with a higher reputation rating.

## Moving On To Game Changer #2:

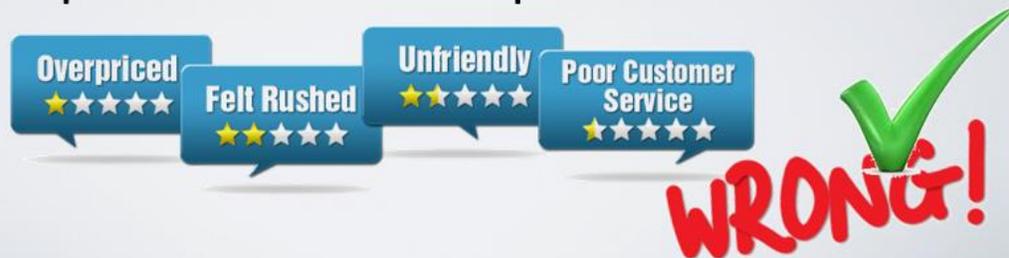
As a local business person, you're interested in having good visibility online. In fact, this was our major focus for the first four years we were involved in helping local businesses increase the numbers of their new customers, clients, or patients.

It was all about ranking and position, using SEO, Google Local marketing, etc. with a secondary focus on reputation.

**SEO... Social Media... Pay Per Click... Local Marketing**  
**NONE OF IT WORKS ANYMORE!**  
**If You Have Bad Reviews Online**

**Step 1: Market The Business With Website, SEO, Social Etc.**

**Step 2: Help The Build Their 5 Star Reputation**



That is the wrong approach after Google's June, 2012 changes. As a sidelight, it brought about a 180° change in focus in our business model, but one that was necessary.

As one of our members said to me several months ago, "Why would I want to invest time and money in getting my website ranked and good positioning in Google Local, if, when people find me, they find either a bad reputation or no reputation? Let's develop the **5 Star** reputation first."

Very insightful.

## Bringing Us To Game Changer #3:

As noted above, the traditional local online marketing of focusing on ranking doesn't work anymore **if you have bad reviews or no reviews online.**

As the picture below shows, your first priority today needs to be to develop a **5 Star** reputation online and then focus on positioning.

**SEO... Social Media... Pay Per Click... Local Marketing**  
**NONE OF IT WORKS ANYMORE!**  
**If You Have Bad Reviews Online**

**Step 1: Build A 5 Star Reputation**

**Step 2: Market Their Business to Get More Customers**



**Wrapping Up With Game Changer #4:**

Until now I've discussed the downside of what's occurring with **Local Online Reputation** and *Public Referrals*®.

Let's now take some time reviewing some of the very positive issues regarding the game changers.

**Reviews Send You Prequalified Presold Customers.**  
**Because Buyers Trust Reviews...**  
**As Much As Personal Recommendations.**

**72% Of Buyers Trust Reviews As Much  
As Personal Recommendations**

About The Author: [Myles Anderson](#) is Founder & CEO of [BrightLocal.com](#). BrightLocal

First, reviews send you prequalified, presold customers because “buyers trust reviews as much as personal recommendations.” Reviews can be incredibly bad for you if they're bad. But they can be incredibly good for you if they're really good (think **5 Star**).

And as the above information from Myles Anderson of Bright Local shows, seventy two percent of buyers trust reviews as much as personal recommendations. I've recently heard that a recent update (not yet published) increases this figure to 78%).

Would you rather create your marketing plan for people that don't know you, don't like you, don't trust you, and always are worried about price? Or would you rather create a marketing plan with people that know you, people that like you, people that trust you... and they feel that way because they're all referrals (either personal or public)?

Of course you would want to create a referral marketing plan.

For the first time, the recent Google changes have allowed your online marketing using *Public Referrals*<sup>TM</sup> to be just as powerful as traditional personal referrals marketing.

This is such a big game changer I'd like to take it a little deeper.

A recent report from Nielsen, one of the most respected companies in tracking advertising results, addresses this point. Nielsen asked the question, "To what extent do you trust different forms of advertising; which are the most important things that you trust?"

#### To what extent do you trust the following forms of advertising?



Source: Nielsen Global Trust in Advertising Survey, Q3 2011

As you can see, 92% of people trust recommendations from people that they know. But here's the big one. Look at the second line. 70% of people trust opinions based on online reviews.

You can see we have one stat from Bright Local saying 72%. We've have the Neilson stat of 70%. This is huge!

But delve into the Nielsen graphic a little more. People actually trust consumer opinions posted online more than an editorial newspaper or article. You could have a newspaper article written about you that is editorial in content and people will not trust that as much as an online review.

All the evidence points to the fact that using *Public Referrals*™ as part of your **Reputation Marketing** is the most important marketing that you can do for your business. So, if you going to do any type of marketing with your business, it shouldn't start with the type of marketing the people don't trust, e.g., TV ads at 47% or e-mail marketing at 50% or even branded website marketing at 58%. It should start with the top two - recommendations from your customers, clients, or patients (Personal Referrals), and consumer opinions posted online (*Public Referrals*™, or **Reputation Marketing**).

Moving along, why are *Public Referrals*™ and **Reputation Marketing** so vital to your business?

The graphic below is enlightening.



This shows that consumers look up an average of 10 reviews before making a decision. All of these consumers are online. They're looking for reviews as the research above shows.

More importantly, they're looking at multiple reviews, not just one or two. This information answers the question of "how many reviews do you actually need to be credible?" Seventy percent of consumers trust a business with a minimum of 6-10 reviews. If consumers are looking for 6 reviews and you have 6 reviews showing then you're in good shape.

Additionally, you are not credible without **5 Star** reviews. Witness the above example from the dentist in Cincinnati; it obviously has a number of reviews with less than **5 Stars**. Without a **5 Star** reputation and a minimum of 6 reviews, your business just can't be trusted when people actually find you.

This is the difference between your phone ringing and it not ringing. More importantly, this is the difference between your phone not ringing and your competition's phone ringing (if they have more **5 Star** reviews than you do). So incredibly important; you

want not just a minimum of 6 reviews but 6 **5 Star** reviews, so that when people see your business online, your phone rings.

And to add a little “icing on the cake,” so to speak, here’s a summary of a recent Economic Journal article.

**Positive Yelp Ratings Can Boost a Restaurant's Nightly Reservations by 19%**

Economists at the University of California, Berkeley published the results of a study, examining the effects of Yelp's online ratings in this month's *Economic Journal*. The study shows a slight half-star improvement in ratings can increase a restaurant's business during peak dining hours by 19%.

Berkeley professors Michael Anderson and Jeremy Magruder found that “Yelp ratings affect both customer flows and the probability of booking a reservation.” The researchers compared the frequency of monthly reviews on Yelp of 328 San Francisco eateries with the frequency of nightly reservations.

Reputation Marketing Has Proven To Increase Business By 19% By Increasing ½ Star Rating Online

Since launching in 2004, the online reviews website has become a crowdsourced guide to cities as they pop up. Patrons can come on the scene. Visitors base real-life purchasing decisions on the reviews.

The image shows two women sitting at a table in a cafe, one holding a white mug. The infographic text is overlaid on a light blue background.

Although this data had to do with restaurant reservations, it should be obvious that your increasing your **5 Star** rating with positive reviews (*Public Referrals*<sup>TM</sup>) will have an impact on your business.

### What Does This Mean To You?

So far we’ve given you a new way to look at referrals.

1. Your Personal Referrals are important. Additionally, *Public Referrals*<sup>TM</sup> are one of the ways your prospective patients will make a decision about whether or not to become your customer, client, or patient.
2. You need to fully integrate both types of referrals in your business.
3. Your *Public Referrals*<sup>TM</sup> “work for you” continuously.
4. When your prospective customer, client or patient hears about you, almost 100% will check you out online.

5. Google's June, 2012 changes now display your *Public Referrals*<sup>™</sup> (reviews) for all to see.
6. Your prospective patients have a high propensity to believe your *Public Referrals*<sup>™</sup>
7. Increasing the number of your **5 Star** reviews (high rated *Public Referrals*<sup>™</sup>) can not only increase the number of new customers, clients, or patients for your business, but (as we'll get into more detail in the next section), give you a decided competitive advantage.

## **What Is Your Local Online Reputation?**

Do you know your local **Online Reputation**?

Below is an example of a **Local Reputation Report** we ran for the Cincinnati dentist previously mentioned.

The report also shows the actual negative reviews that are posted on the Internet (for obvious reasons we've not shown the reviews here).

As you'll note, this report gives you a snapshot of your local Online Reputation, where you're doing well and where you're not doing so well.

Designed Specifically For [Redacted]

## This Is Your Local Reputation Report

### Your Score

You Have

# 8

**Bad Reviews About You**

Your Reputation Score Is:

**Bad**



### Your Reach

Listing Score Is

# 40%

You Have Listings That Are Unclaimed, Inaccurate or Not Found on 60% Of Your Market's Major Local Directories

-  1 Found Accurate
-  6 Not Claimed / Inaccurate
-  3 Not Found / Deleted

### Top Listing Site Research

 Google  Reviews: 12 Claimed: Yes Citation Match: Yes	 Bing  Not Found
 Tripadvisor  Not Found	 Yelp  Not Found
 Foursquare  Reviews: 0 Claimed: No Citation Match: No	 Merchantcircle  Reviews: 0 Claimed: Yes Citation Match: No
 Yahoo  Reviews: 0 Claimed: Yes Citation Match: No	 Insiderpages  Reviews: 3 Claimed: No Citation Match: No
 Superpages  Reviews: 0 Claimed: Yes Citation Match: No	 Citysearch  Reviews: 0 Claimed: No Citation Match: No



**What Customers Are Saying About You**



## What's Next?

In the next section we'll get into the details of the steps you can take to create, market, and manage your Local Online Reputation and create a culture within your business so that all of your team is "on the same page" when it comes to maximizing the effect of your *Public Referrals*<sup>™</sup>

## Section Two

# You Can Laugh At Not Getting New Customers, Clients or Patients...If You Follow This Simple Plan

In the last chapter we presented the concept of *Public Referrals*™ (which some people refer to as internet reviews) and developed the case for your increasing the number of **5 Star** reviews for your practice.

To remind you of the two major benefits:

- (1) Almost 90% of your prospective customers, clients, or patients are going online to “check you out”; a large number of **5 Star** reviews will increase the probability they will become new customers, clients, or patients.
- (2) You can create a decided competitive advantage in your local market place if you develop and execute a strategy and plan to increase and market the number of **5 Star** reviews for your business.

In this section we will take things to the next level by showing you how you can use a relatively simple plan of maximizing the number of customer *Public Referrals*™ you obtain and continually adding to them so that your prospective customers, clients, or patients come into your fold

## What Is Reputation Marketing?

I previously referred to **Reputation Marketing**.

Before I get into the details, let me first make a distinction.

There are a number of fine companies that perform what is called “reputation management.” Reputation management doesn’t get your phone ringing. Management is a very defensive or reactive posture. On the other hand, marketing is a very offensive or proactive posture.

In my previous traditional business, we never increased revenue by managing better, but we always increased revenue by marketing better.

How about you?

While a number of people have been doing reputation management for a long time, I believe they don't understand the big game changers that have happened and how today it's all about **Reputation Marketing**. We believe that if you focus only on reputation management, you'll be left behind by your competitors who understand **Reputation Marketing**.

**Definition: Reputation Marketing is building a 5 Star reputation online and marketing that reputation to get more patients**

## How Do You Create A Reputation Marketing Strategy?

Do you agree that we “hear in words but think in pictures? “

And aren't your eyes always drawn more to images than text? I believe that's why Facebook, for example, strongly suggests using images along with text if you do Facebook advertising.

Look at this picture.



Real Strategic Inc. All Rights TM

You want to think of your **Reputation Marketing** strategy as a four part process with very distinct steps which need to be followed in an exact order.

### Step 1: Build Your Reputation

It starts with your getting customer **5 Star** reviews. You want to create a system within your practice to consistently have your customers leave reviews in a way that doesn't overtax your staff (they do have other work to do).

Here are several ideas for you:

- a. Postcards - create professionally designed review postcards and send them out to your customers inviting them to leave a review – we've found that existing

customers love to give **5 Star** reviews.

- b. Business cards – create business cards that your staff can pass out to your customers. Having a business card that tells your customers where they can put the review and making it easily accessible is vital for creating a **5 Star** reputation.
- c. Email templates - create email templates. Sending email to your customers is an easy way to get reviews, but you have to actually work things a certain way to be able to create a specific type of template that motivates your customers to not only read your email but take action.
- d. Private review page – create a private review page to which your customers can post their reviews. Then, have the completed review feed into a database where it can be used in multiple ways (see the next section for ideas on this).

Include a way that your customer can, from within the system, post their review to one of several review websites (e.g., Google, Insider Pages, Merchant Circle, etc.), ensuring the system doesn't violate IP restriction guidelines from any of these websites.

Here's an example of a private review web page for one of our dental members:

**BELLINGHAM**  
Smile Care and Sleep Center  
changing smiles, saving lives

360-334-6020

Full Name:

Email:

Rating:

Rating Note: 5 Stars is Excellent, 1 Star is Poor

Give Us Your Feedback: What Was Your Experience?

255 Characters Left

Location:

- I am authorizing you to post my testimonial anywhere online.
- I verify that I have done business with this company and that my testimonial is accurate and true.
- I verify that I was not paid to leave this review or testimonial.
- I verify that I have read and agree to the [terms of service](#).

[Accept Terms and Post Review](#)

[Switch to Mobile](#)

**I'm surprised how relaxed I felt during**  
★★★★★  
by Maria M.  
via

I'm surprised how relaxed I felt during this appointment with the NuCalm. It was a very good experience.

**Positive difference**  
★★★★★  
by LauraA103  
via

The treatment and NuCalm really makes a positive difference. I really liked it and benefited from it.

**cutting edge**  
★★★★★  
by Pamela G.  
via

They provide the whole packaged. Cutting edge dentistry, beyond what I expected out of the experience. It was like a spa. I was afraid to ask for help but they took me under their wing and gave me the help I needed with lots of attention to detail. (...)

Note the previous patients' reviews on the right side that give the reviewing patient some ideas of what to write.

Here are some ideas on how you could use your private review page – use it in conjunction with your postcards or email templates as the page to which they link; have the page set up on a computer or tablet computer at your front desk where your customers can easily leave their review. The list goes on. We've found that our members continually come up with new ideas on how to use it.

- e. Posting strategy – this is critical. Even if you were to collect reviews for yourself, you can't post your customers' reviews directly from your business location. The reason is that most of the different review sites (e.g., Google) have created an

algorithm and filters that delete or “bury” reviews that are posted from the same computer IP network. So that means if you take a few reviews and have your staff post them from your office, they instantly get filtered and even deleted.

This is the advantage of having a private review page. When you have a review page (as discussed above) to be able to collect all your reviews and are able to filter them as well, and then include a system that gets around the review filters, this can be a combination which allows you to dominate and separate yourself from everyone else in your local market. None of your competitors has this.

## **Step 2: Market Your Reputation**

Once you’ve begun to get your customers’ reviews, it’s time to begin your reputation marketing process.

Here are some examples:

- a. Website marketing – Put your **5 Star** reviews on your website. You know from the previous section that 35% of people who are referred to your business check out your website. As an aside, you can also add the private review page as a separate page on your website as another way to make it easy for your customers to leave reviews.
- b. Review websites – although Google is important, what’s also necessary is to get your reviews posted across multiple review websites. The previously noted research shows that 52% of people referred to your business check for your online reviews. This also gives you more breadth of exposure and some say is important in your Google+ Local ranking.
- c. Social media marketing – The research noted in the previous chapter shows that 13% of people who are referred to your business check you out on social media.

Post your written reviews to sites such as Facebook, Linked In, and Twitter. Although you may not be a regular user of these sites, understand that some to many of your customers are.

And what about images? We know that images (or pictures) draw the eye. Create images of your reviews (and include a call to action with your phone number) and post them to social media image sites such as Facebook, Pinterest, Flickr, etc. Unlike written content on social media sites, images are, in a sense, “memorialized” and have permanence.

**NOTE: By combining posting of reviews to your website, review websites, and social media, you've covered 100% of the places that your prospective patients go after they've been given a personal referral. Not to overstate, but this is huge.**

- d. Email marketing – add a **5 Star** review to your signature file in your outbound emails with a link to your private review page. Every email you send will have the review along with a way for the recipient to immediately leave you a review.
- e. Video review marketing – some people say that video is the great “unequalizer” in today’s online marketing. Face it; we are a TV society. And, Google owns YouTube.

You can use video in two ways.

First, get short (60 to 90 seconds) video testimonials from your customers. These can be used very effectively on your website and on YouTube.

Next, take the same customer written review you’ve received and create a short video of the content. Optimizing the video for positioning in Google can work wonders for your getting the reviews to show in normal search.

### **Step 3: Manage Your Reputation**

Although I mentioned earlier that reputation marketing is reactive rather than proactive, reputation management is a part of your overall **Reputation Marketing** plan.

First, you need to ensure that you monitor your online reputation daily.

There are a number of businesses that monitor their branding by using tools like Google Alerts. Unfortunately, Google Alerts and many other tools don't work when it comes to monitoring your reputation. The reason is that these tools only work when someone types in your name or something about your service. Google Alerts searches the entire web for your name or your service.

The problem occurs for this reason. When someone posts a review, they're typically doing it for your business listing on a review website (e.g., Google, Yelp, City Search, etc), and they never mention your name at all. They post something about you but not your business name, your name, nor the service. So, you can have all the alerts you want from all these tools but none of them will show your reviews.

You want to have a way to monitor all the major sites on which your business is listed. Every single day you then know exactly who posts and what's posted to these sites.

Also, you regularly (we suggest every two to four weeks) want to be able to track how your reputation is increasing online. More importantly, this kind of report is incredible for you as the practice owner to be able to share with your staff so they know how well they are doing. You want to see both the good reviews and bad reviews in this report, the bad reviews that any issues can be corrected. By the way, you'll note that it's important to get the entire practice on board when it comes to your **Reputation Marketing**.

Another thing you want included is a daily review alerts system. When a negative review is posted, you want to know. We've found that it's not so much that a negative review is posted, but how you respond to it. And how quickly. We recommend developing a response within 24 hours and posting the response to the appropriate review website.

Most prospective customers, clients, or patients understand there are always two sides to a story.

What really looks bad is a negative review with no response. That shows a lack of caring or concern on your part.

Managing your reputation isn't just about monitoring or reporting. It's about continuing to grow your reviews. Your prospective customers don't want to see reviews that are 6 months, a year, even 18 months old. They want to see up-to-date reviews to know that you are continually giving great service in the marketplace.

Regarding posting reviews, you have to keep on posting reviews and understand that it can't be done by the individual. Each practice needs a system and a process that overrides those review site filters and algorithms. If no system is in place, posted reviews will just be deleted the next day.

#### **Step 4: Create Your Culture**

Here's our premise:

***You're only one patient away from a bad reputation.***

We believe you expect your staff to give first-class service to every single one of your customers, right? Do you have a plan to inspire your staff to give first-class service to those customers and get raving reviews?

Your goal should be to ultimately build a **Reputation Marketing** culture within your business so all of your staff are "on the same page." Each team member in your business, especially those that have interaction with customers, needs to fully understand the positive or negative effect he or she can have with a customer. We have dozens of examples of a team member saying something, maybe inadvertently, to

a customer that resulted in a negative review being posted within minutes of the customer's leaving the office.

So what's your plan? How are you going to, without taking a lot of time on your end, train your staff? You could create a series of short training videos each of your staff can view which outlines their importance in building and maintaining your **5 Star** local online Reputation.

As an option for our members we've built an education training center for each staff member that they access and understand and learn what **Reputation Marketing** is. And more importantly, the way that they actually treat the customer today is the reason that you are going to get a new customer tomorrow.

Remember, **you're always one customer, client, or patient away from getting a bad reputation online.** And your entire staff needs to know that...everyone. So, we've been able to ensure that your entire team understands by developing a personalized reputation training center for them.

Whether you develop it yourself or have someone like us do it for you, you want to grow and change your culture and make a difference.

### Putting It All Together

As we've shown in these two sections, your knowledge of the power of *Public Referrals*<sup>™</sup> can give you a significant competitive advantage in your local marketplace.

But as a very successful friend of mine once told me, "To know and not to do is not to know."

Knowledge is one thing. Application is another.

We've laid out a 4 step process that you can use to take your knowledge and create, maintain, and sustain your unique competitive advantage.

All you have to do is execute.

In summary, because you are a business owner that provides great service in your local marketplace, by building, marketing, and managing your **5 Star** reputation and creating a culture within your business, you will new customers, clients, or patients knocking down your door and provide a great service within your community. You will have taken **Reputation Marketing** to a completely new level.