



# 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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