

## Increase Referrals...And Boost Repeat Business!



*"We have an easy-to-follow manual. That comes as close as we can to guaranteeing the success of this program."*

- ReferNow.com President Nicole Wicks

## Step 1: Get Your Customers Email Addresses

It's the most important step. Use any of the methods below to help get your customers participating in your rewards program. The more customers you involve in the program, the more success you'll have.

### Sign-up methods:

#### Sign up Customers In Person and on the Phone

When speaking with customers in person or on the phone, always ask if they would like to join your program. The examples below can be used with any business.

#### Example: A Florist to Customer in Person

Here is an example of what you might say if you were a florist:

Florist: “(Mr. customer name), would you like to join our customer reward program and receive 20% off your NEXT flower purchase?”

Customer: “What do I have to do?”

Florist: Nothing, if you give me your email address, you'll automatically receive our specials and discounts for Valentines Day, Mother's Day, and any other specials we have.

And I'll send our 10% off coupon that you can forward to all of your friends. If two people takes advantage of the coupon, you'll also earn **20% OFF** your next purchase with us!

## **The Sign up Sheet**

If your business has foot traffic, use a **sign-up sheet**. This is a single-sided form that the customer can fill out and hand back to you. Sign-up sheets can be placed with a customer's bill or where the most foot traffic is – and don't forget to have employees bring the sign-up sheet to your customer's attention.

## **Website and Emails**

On your website, make your reward program visible by placing a simple page or link back to your reward program. You can even turn every email you send into an ad for your new program by including a link at the signature section of the email.

## **Statement Stuffers**

If you have monthly statements or invoices, include a note with them about your program. These “statement stuffers” cost next to nothing and are extremely effective.

## Step 2: Keep In Contact With Your Customers

You constantly think about your business, but your customers have other things on their minds.

ReferNow makes it easy keep in front of your customers by utilizing email to deliver your new offers or specials. You can email weekly or monthly...so customers get in the habit or remembering to **use your business!**

### 1. Your Pre-Programmed Email As A Gentle Reminder

Once a customer's email address has been entered into your reward program -- That's it! They're ready to receive your offers.

With the simple click of a button located in your back office, your customers can instantly be emailed your latest offers, along with a gentle reminder to pass it along to their friends and colleagues. The more they share - the more points they receive - and the more rewards they can earn.

### 2. Customized Emails To Deliver "ADS-IN-AN-INSTANT"

ReferNow also allows you to email your own custom **Ad-In-An-Instant**. These ads may include any special offers, discounts, etc...that are independent from a reward campaign. Let's say you're a florist and you want to let customers know about your "20% OFF Mothers Day Rose Special," but you don't want to give additional reward points for this offer. You can do it! Just send all your customers this independent offer and watch the orders come in.

Using ReferNow's custom email feature, you can create and deliver any **Ad-In-An-Instant**. No design work, no layout, no printing, no costly ads, and no postage! Just a few ReferNow keystrokes and you're done!

**Remember**, customers can recommend or use your business at any time... so use a simple email to keep your business at the front of their minds!

### Free Emails

Your basic subscription gives you 250 free emails each month. If you need additional monthly emails, they are available.

# Entering Customer Email in Your Back Office

There are **two ways** to enter customer information into your campaigns: your Back Office and the customer sign-up section of the Home Page.

## 1. Using The Back Office Tool

Use this feature in your **ReferNow back office** to enter your customer's name and email address manually.

### To enter customer information into your back office:

1. Login to your ReferNow back office
2. Click the **Customer Activation** link. A data entry page opens.
3. Enter the customer's email address (And name if available).
4. Click **Add Customer** at the bottom of the page. Your welcome email and offer is automatically emailed to your customer.

## 2. Using the Customer Sign-up on the Reward Home Page

Allow your staff to sign up customers at your **Reward Home Page**.

### To enter customer information into the Reward home page:

1. Enter the customers email address and click the "GO" button.
2. A new page will appear and click the "send email" button
3. Your welcome email and offer is automatically emailed to your customer.

## Sample Gym Sign-up Post Card

### **Want an Easy Way To Earn FREE Monthly Dues?**

Please fill in the information below and we'll email you a special **10-Day Free Gym Pass** that you can forward to all of your friends. If after using the pass, one of your friends join – **you'll earn a month of FREE membership dues.**

**As part of our customer reward program, you'll also receive additional special offers.**

First/Last Name (Please Print)

Email Address

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You can track your rewards at  
[www.ReferNowHQ.com](http://www.ReferNowHQ.com)  
by entering Gold's Gym  
company ID: **EB3549**



Gold's Gym  
905 Country Rd. East  
Vadnais Heights, MN 55127  
651-766-8888

## Front of Restaurant Sign-up Card

(Given out with the bill)



**Earn Jimmy Rewards!  
(It Took Jimmy's to Reward  
You for... Well... Eating)**

## Back of Restaurant Sign-up Card

# Earn Free Meals at Jimmy's, Plus Other Special Savings!

Here's all you do...

- ① Fill in the information below and we'll email you special "Jimmy Coupons."
- ② Forward the Jimmy Coupons to your friends and family.
- ③ When you or your friends use these Jimmy Coupons, you'll earn "Jimmy Rewards" good for free meals, appetizers, desserts and more!

First/last name (please print)

Email address



You can track your points and rewards at [www.visitjimmys.com](http://www.visitjimmys.com)

Sample Massage Post Card -- Front



Sample Massage Post Card -- Back

**Enjoy FREE Massages  
by Getting Your Friends  
More Massage Time, Too!**

Here's all you do...

- ① Go to [www.ReferNowHQ.com](http://www.ReferNowHQ.com) and enter our company ID#:
- ② Sign up for FREE—then forward the email you get offering one-and-a-half hours of massage for the price of an hour to as many friends as you like.
- ③ A tracking code on each coupon lets us know when one of your friends takes us up on our offer...and that's when you earn a FREE massage. It's that easy.

**Organic Mind & Body** • Carla Davenport • Santa Monica, CA • ☎310-309-0026

Sample Sign-up Sheet -- Florist



**Earn 20% Off Your Flower Purchases**

And Other Special Savings!

Please fill in the information below and we'll send you an email that includes our 20% OFF Coupon that you can forward to all your friends. If they take advantage of the coupon, you'll earn **20% OFF Your Next Purchase With Us Too!**

As part of our customer reward program, you'll also receive additional coupons and discounts for Valentines Day, Mother's Day, and other special occasions. **We look forward to serving you.**

You can track your points and rewards at [www.palmspringsflowermart.net](http://www.palmspringsflowermart.net)

First/Last Name [please print]

Email Address

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