

Productive Insights Presents

166. How To Use Referral Based Marketing To Grow Your Business - With Robert Gerrish



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Links Mentioned:

- www.robertgerrish.com
- www.Productiveinsights.com
- www.PremiumProductivity.com
- www.CallAshRoy.com
- www.Youtube.com/ProductiveInsights



Books Mentioned:

- [Flying Solo: How to Go It Alone in Business by Robert Gerrish](#)
- [The 1 Minute Commute](#)

Related Episodes:

- [038. Rand Fishkin - How To Create Great SEO-Friendly Content Plus Key Trends In Search](#)
- [107. Sonia Simone CopyBlogger Co-Founder on How To Be A Prolific Content Marketer \(Part 1 of 2\)](#)
- [108. Sonia Simone CopyBlogger Co-Founder on How To Be A Prolific Content Marketer \(Part 2 of 2\)](#)
- [148. How Julie Cairns Used Self -Awareness and Mindset to Drive a \\$6 Million Turnaround \(and How You Can Too\) - Part 1 of 2](#)
- [149. The 3 Steps To A 6 Million Dollar Mindset With Julie Cairns - Part 2 of 2](#)

Key Points And Timestamps (for audio conversation only)

- 4.17 - What inspired the title "The One Minute Commute"
- 7.27 - The story behind the title of the book: The original title revealed (and why it was changed to "The One Minute Commute")
- 8.44 - Word of mouth advertising or referral based advertising explained
- 17.29 - The importance of consistency and what that means as a content creator
- 18.16 - A tool which most businesses rarely use (and why you should consider using it)
- 26.22 - The power of content marketing explained in the context of referral marketing
- 29.09 - Reaching out to your raving fans and making it easy for them to promote your brand
- 32.42 - It's our job as business owners to make sure our fans know how to help us
- 33.09 - "Don't count the people you reach, reach the people who count" - David Ogilvy
- 35.14 - Key Actions Steps you can take
- 37.32 - How to learn more about Robert and his book The 1 Minute Commute



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