

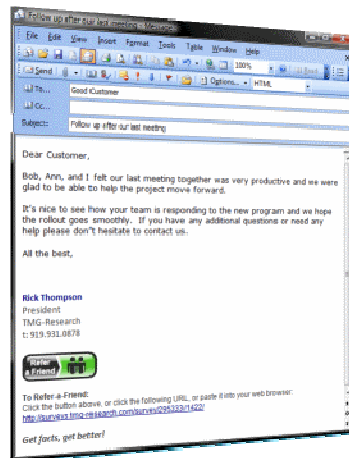
Refer-a-Friend Program

from TMG-Research

Automatically Collect Referrals When You Send Email

Most entrepreneurs and executives recognize that referrals are the #1 way to grow a business. Referrals build trust and lead to high close rates. However, while everyone would like more referrals, most businesses don't have an easy, effective, tasteful way to ask for referrals, or to automate their collection and follow-up.

The TMG Refer-a-Friend Program is an easy-to-use, turn-key program that automates the collection of referrals by working with your email. When you send an email, your customers are tastefully presented a "Refer-a-Friend" button below your email signature. They have the option to participate or not based on their readiness.



HOW THE PROGRAM WORKS

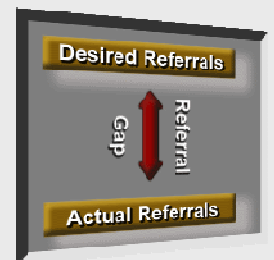
- Set up your Email. Place the Refer-a-Friend button and link into your email "signature" so it becomes part of your daily email communications.
- Customer Choice. Customers see the Refer-a-Friend invitation and participate at their own choosing.
- Referral Card – Clicking opens a Referral Card where clients may provide up to 3 referrals.
- Take Action. When a customer enters a referral you receive an **Instant Referral Alert** email for your immediate follow up.

THE VALUE OF USING TMG-RESEARCH

- > Increased Referrals – Many customers are more comfortable providing referrals indirectly through an independent 3rd party research firm rather than being put on the spot by. This increases referrals.
- > Professionalism – You and your customers will appreciate the quality of the program.

START CLOSING THE "REFERRAL GAP" TODAY

Stop wishing for more referrals & take action. Refer-a-Friend closes the gap between the referrals you want and the ones that you get.



TAKE A TEST DRIVE

Here are two links that let you "Test Drive" a demo program for the ABC Company.

Test Feedback Link. Click the link below to see the Online Referral Card.



> Open Referral Card: <http://surveys.tmg-research.com/survey/295284/1622/>

Test Report Link. After you have submitted responses, use this Report Link to access live online reports.

> <http://surveys.tmg-research.com/report/295284/286207/35e99d37?afterVoting=e8a7c59c4cd9>

PROGRAM BENEFITS

Automated Referrals

- > The program is fully automated.
- > Just paste the Refer-a-Friend button in your email Signature and start collecting referrals.
- > Instant Referral Alert – each time a customer provides a referral you get an instant email alert for your follow-up.

Easy-to-Use

- > This Turn-key Program makes it easy for anyone to start collecting referrals.

Affordable

- > An annual subscription costs less than \$1 per day.

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Comments

> "Word-of-mouth and referrals account for more than 95% of my business, but sometimes I am not comfortable asking clients directly for referrals. The Refer-a-friend program makes it easy and builds those all important referrals."

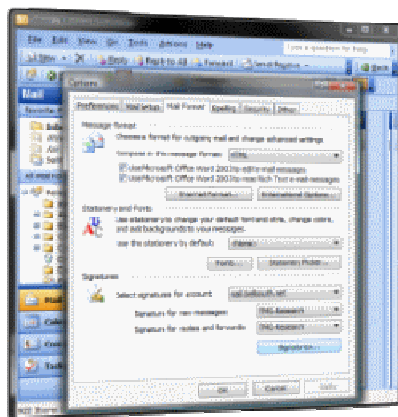
Owner, personal fitness business

> "As a small business person I always intend to ask my clients for referrals, but never seem to get around to it. With Refer-a-Friend it's all taken care of and I get email alerts with each new referral."

Certified Financial Planner

Putting Refer-a-Friend into your Email Signature

The best way to put the TMG Refer-a-Friend program to work for you is to make it a part of your every day email communications. This way the program goes to work for you each time you send an email to a customer, client or friend. The Refer-a-Friend button and link are tastefully placed beneath your email signature at the bottom of your correspondence. This places it out of the main view, but makes it easy enough to find.



How to Place Refer-a-Friend into Outlook

1. Open Outlook and select > Tools > Options
2. In the Options Box select > Mail Format and go to the bottom and select > Signatures
3. Select > Edit and add your name, title and contact information. Then, cut and paste the Refer a Friend button, like and information below your name.
4. Select > OK and > OK again and > OK again to save your new signature.

SHORTCUT FOR OUTLOOK SIGNATURE

A good way to do your Signature is to open a Word Document and create the Signature just the way you want it.

Then cut and paste the entire Signature into the Step 3 above when the edit box is open. Test the signature by creating a new email and sending it to yourself to make sure everything works properly.

MAKE SURE YOUR HYPERLINK IS ACTIVE

Make sure your Refer-a-Friend button is live and clicks through to your unique Referral Card.

Right-click the button and select > Hyperlink. Double-check the proper URL is in the Address box. If not, paste your unique URL into the Address field and click OK.

EXAMPLE OF SIGNATURE TO CUT AND PASTE INTO THE SIGNATURE BOX

Ben Johnson
President
Westchester Partners
t: 900.900.9000



To Refer-a-Friend: Click the button above, or click the following URL, or paste it into your web browser: <http://surveys.tmg-research.com/survey/295284/1622/>