



## **Summary : The Referral Engine - John Jantsch: Teaching Your Business to Market Itself**

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**Complete summary of John Jantsch's book: "The Referral Engine: Teaching Your Business to Market Itself".**

This summary of the ideas from John Jantsch's book "The Referral Engine" shows that everyone loves getting referrals from happy customers but few businesses have systems in place to facilitate this happening more often. In his book, the author states that it's time to craft a strategy which will compel your customers and partners to voluntarily and actively participate in your marketing by providing referrals, and to provide the elements which will generate positive buzz around your products and services others will pick up on. This summary explains how to design a referral engine in order to create a pool of brand supporters and expand your business.

### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "The Referral Engine" and discover the key to generating referrals and prospering.**

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