
From: Matt Anderson [matt@thereferralauthority.com]
Sent: Thursday, March 27, 2008 4:14 PM
To: matt@thereferralauthority.com; cynthia@twistcom.com
Subject: Get More Referrals From Your Database Using This!

Your name and contact info will go right here at the top.



Some Monthly Inspiration For You...

In This Issue

Greetings
Your Best Year Yet
Success Secrets of JK Rowling
The Power of Visualization

[SIGN UP HERE
BEFORE 3/31
AND GET TWO
FREE MONTHS!](#)

**When Was the
Last Time We Sat
Down to Discuss
Your Needs?**

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Get More Referrals from your contacts with a Chicken Soup for the Soul-type of monthly touch! After writing the book, Jack Canfield said that he knew people wanted uplifting and positive content in their lives: "What we didn't know was how deep the need truly was." You can be that uplifting person! Referrals come to you the more people like you.

This is an example of what the Loyalty E-Zine will look like.

There will be **TWO VERSIONS**:

1. The **Word Document Version** which we email you as an attachment and you send it out/customize it.
2. The **Completely Hassle-free Version** which my company takes care of 100%
 1. The **Word Document Version** would be the three articles below plus an introductory paragraph all of which you can change if you want to.
 2. The **Completely Hassle-Free Version** includes the above and is customized in SEVEN ways:
 - 1) With your name in the inbox
 - 2) your contact info across the top
 - 3) with your picture (in place of mine!) OR your company logo
 - 4) a link to your email in the intro paragraph
 - 5) a link to your website opposite under the Table of Contents
 - 6) If you'd like us to link to an article about your industry, we can do that in the side column
 - 7) a second link to an article about your industry.

For more information, to read FAQs, and to sign up for this hassle-free way to market to your clients by adding something of value without selling them anything but you, the brand, [click here now!](#)

[how I can help you!](#)

A link to an article
you want your
contacts to read!

Another link to an
article you want
your contacts to
click on!

(Here's where The Loyalty E-Zine will actually start. This paragraph will vary by month and only the first time mention unsubscribing)

I have decided I'd like to start sharing with you some of the ideas that have helped me a lot in the past. I am so grateful for the people I've met over the years growing my business and to be able to do what I do for a living. Now I see it's time to 'share the wealth' in the hopes you find some of this information valuable too. (If for any reason this is not something you'd like to receive on a monthly basis, all you need to do is scroll down and click 'unsubscribe'.)

I'd love to hear from you about it. You can do the same and share what you like by forwarding it onto others. If there are two things I've learned, it's that none of us are perfect and that most of us need to hear something several times before we *do* anything about it! Have a great month. Always feel free to drop me a line. You can call me at the above number or respond to this email: matt@theferralauthority.com



Now that we're almost three months
into the year,

2 Quick Questions to Ask Yourself About 2007:

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 1. What was the highlight of 2007?
 2. What do I not want to experience again from last year?

2 Quick Questions to Ask Yourself About 2008:

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 1. What would I do this year if I knew I couldn't fail?
 2. What would make 2008 the best year I've ever had? How do I want to feel?



Success Secrets of JK Rowling, Author of the Harry Potter Books and Britain's Richest Woman.

1. Know who you are and what you really want: After her divorce in Portugal and her mother's death from multiple sclerosis, she lived on welfare with her

baby daughter in a tenement apartment in Edinburgh. *"I have never forgotten what it was like to live in poverty. I became myself - everything else was stripped away."*

"I wished more than anything (growing up) that I would be a writer."

How does she feel about writing now after the seven Harry Potter books? *"I love it and I need it."*

2. **Do everything you can to fulfill your potential:** *"I'm a born tryer."* People who reach their goals consistently take more action than average people. This is the only point she repeated in the sixty-minute interview: *"I'm a tryer"*. Taking that first step is often believed to be the most important step of all.
3. **Focus on your strengths.** Even she has felt like a fraud achieving so much success. Does she now? *"Less and less."* How does she want to be remembered? *"That she did the best she could with the talents she had."* Because she has focused on what she's good at, writing makes her feel a *"sense of completion."* This is true for all who concentrate on their strengths.
4. **Have courage.** While she admits that *"it's really incredible to me"* how she turned her life around from living on benefits and being clinically depressed to having more money than the Queen of England, she says her number one virtue is her ability to act in the face of fear.
5. **Know your definition of happiness/success.** For her it is a *"happy family."* Not least since she most certainly did not grow up in one. What is yours? Make sure it's one you can feel good about now and don't need to wait 10 years for.



**Renew Your Commitment to
Spending Daily Time
Visualizing What You Want**

"Imagination is everything. It is the preview of life's coming attractions." Albert Einstein

*Scientists have discovered that our brains use exactly the same processes whether performing a real life task or just picturing it in detail in our heads. The brain cannot tell the difference.

*Your creative subconscious mind thinks only in pictures and when you feed your brain compelling vivid images, it will sense a

disconnect and go to work on making your images a reality for you.

*Emotions make all the difference to your success when visualizing, so think of feelings you want, as well as sounds, smells and tastes too.

*Stop trying when the positive feelings wane

*Be patient and persistent. While most of us are not Olympic or professional athletes, it is surely not a coincidence that many of them use visualization to bring into their lives what they want.

3 things will start to happen over time:

1. Your brain will create solutions because it will keep asking itself: 'How can I make this happen'?
2. Visualization creates new levels of motivation and you will start doing some things unexpectedly.
3. You will attract people, resources and opportunities you need to reach your goal.

For example, if you are single and picturing a great relationship consistently in your mind, you will become more aware of either the pain you have been feeling or of the pleasure you really want and take more effective action!

Sources for:

Feature 1: Questions adapted from Executive Coach Nina McGuffin at www.NinaMcGuffin.com

Feature 2: Source: A Year in the Life of JK Rowling, ITV (UK), 12/30/07

Feature 3: Source: Jack Canfield, *The Success Principles*

P.S. Have a rich and rewarding month!

I truly hope you found some value in this. Feel free to get in touch any time. I'm always happy to help.

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