



Feedback Marketing Group



Duplicate Clients,
Attract Prospects,
and Create Advocates. . .
Without Talking

INTRODUCING DAN

Dear Introducer:

This introduction is for your convenience. Please review it in advance so that it flows smoothly, and please read it verbatim. Thank you.

Building a referral-based business is something that every professional aspires to accomplish. While many of us get referrals from our clients, we know there are things that we could be doing to get more. The problem is that many of us are uncomfortable with what we have to do to get them.

With a background in clinical and behavioral psychology, Dan Allison has dedicated his career to understanding how to approach clients about referrals. Rather than pretend to know how to solve our referral problems himself, Dan went to the real experts. . . our clients. After years of focus groups and interviews asking our clients why they don't refer us more often and what we can do to address the referral challenge, Dan created the Feedback Marketing Group.

His consulting firm has helped thousands of professionals implement common-sense concepts to bridge the gap between us and those who matter most in our business. A successful entrepreneur himself, Dan started his first mental health company in his early twenties and used these referral concepts to build his firm from a small, five-employee firm to a large company employing hundreds of people. . . a company that he later sold for millions.

Dan is here to talk to us today about the concepts that are featured in his latest book, *How to Duplicate Clients, Attract Prospects, and Create Advocates. . . Without Talking.*

Please help me welcome Dan Allison.