

LOREN T. WEISMAN

Brand Precision Marketing Counselor & Strategist
Organizing, Developing & Sequencing for Conversions



LOREN WEISMAN REFERRAL SHEET

This sheet gives ideas, approaches, and tips to marketing, promoting and referring Loren Weisman for consulting services, speaking opportunities and percentage options.

In turn, you can receive discounted services as well as make percentages in cash, services or a mixture of both if so desired.

The basic deal and basic details...

Your Choices: 20% of any paid service or speaking engagement

OR

10% paid and 10% for a project you are doing with me

OR

20% toward your project or something you want to do with me.

Post Cost Percentages

These percentages are made after all fees such as transportation and hotel with speaking are removed as well as payments going to graphic designers, products or costs of the client.

Client Picking

I have the choice to take on or not take on a client. Just because you referred a speaking engagement, client or opportunity, I chose in the end what I accept. (I will usually accept all hourly consults though)

Pricing

I have a few flat hourly costs, but all packages are priced to the client and the event. Please do not propose prices to potential clients. Payments I will pay you your percentages via PayPal, Venmo, Zelle, or Wells Fargo Wire Services, also note, if a client sets up a payment plan, you will receive your percentage per each payment received.

The Non-Payers/Late Payers and Runners

If someone decides to jump ship or skips a payment; that is not on me. I do not pay percentages for money I never received. Credit and Recognition For Payment It's key for you to send the contact you expect to be contacting me and ask them to add your name to the initial question form.

This lets me know it came from you.



weismanloren@gmail.com



424-265-0018



Lorenweisman.com



LOREN T. WEISMAN

Brand Precision Marketing Counselor & Strategist
Organizing, Developing & Sequencing for Conversions



LOREN WEISMAN REFERRAL SHEET

A little on and about me.

Below is a short bio with core links and PDF downloads that cover what I do, who I do it with, how I do it and why I do it.

From Services to Talk Titles and an extended overview sheet with links to blogs, audios, videos, photos and more, you have an array of information to share.

My main website also has a great deal of content to showcase the proof of concept and the content to back it up.

Brand Precision Marketing Strategist and Counselor Loren Weisman aligns, defines and designs individualized branding, marketing & content planning for start-up and established businesses. Loren is also the host of iHeartRadio's "Wait What Really OK" Branding and Business Podcast.

As a keynote speaker Loren Weisman delivers down to earth talks, fun presentations and humorous lectures with an audience to create engagement & enjoyment while sharing experience, knowledge & direction for those in the mailroom to the boardroom and everywhere in between. Always keeping a rooted focus on the fundamental ideas of organizing, developing & sequencing for conversions.

From musicians to authors, restaurants to real estate and entertainment companies to insurance agencies, Loren works with everyone, from CEO's to administrative assistants to help solidify and demystify the fundamentals of content branding, promotion, and marketing, to create higher engagements that convert to sales, profits and customer retention.

For more on Loren Weisman, visit:

<https://lorenweisman.com/>

<https://waitwhatreallyok.com/>

Fill out this form for a free initial consult <http://lorenweisman.com/question-form>

On my website, there are numerous downloads (including this one) that can give people additional details. Do not overwhelm, but share what you think will connect with them best.



weismanloren@gmail.com



424-265-0018



Lorenweisman.com



LOREN T. WEISMAN

Brand Precision Marketing Counselor & Strategist
Organizing, Developing & Sequencing for Conversions



LOREN WEISMAN REFERRAL SHEET

Starting with the Soft Sell from Solid Information:

Sometimes just starting by connecting people can be a great first step to a referral.

It is in a sense, a soft sell.

You can introduce me or one of my pages and after time if they have connected, you can revisit them and see if they want a service.

Since I practice a great deal of proof of concept on my concepts, I am in a way marketing for you.

Being Creative, Considerate and Nice Don't push people.

While there are a lot of people out there that can benefit from my services or my speaking, they might not see it the same way.

There are a lot of consultants, speakers and coaches out there that are fakes, delivering BS hype and have no experience whatsoever.

Unfortunately, that bad taste in the mouth that someone had; can carry over to someone like me that is actually legitimate.

So don't push those that don't like what they hear.

Think of people that may be in a rut business wise.

That one friend that can't seem to get things off the ground and needs a little help.

That person that keeps talking but hasn't been able to deliver or that person who has been in a constant struggle for too long are all good candidates.

Direct them to my pages or even a post that might help them.

Remember:

There is a lot of free information that I give away on all my sites and social media pages.

That information can be a good first step to creating a conversion to a client.



weismanloren@gmail.com



424-265-0018

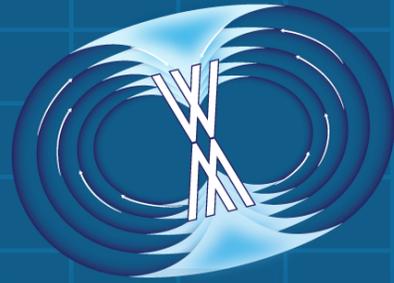


Lorenweisman.com



LOREN T. WEISMAN

Brand Precision Marketing Counselor & Strategist
Organizing, Developing & Sequencing for Conversions



LOREN WEISMAN REFERRAL SHEET

Use your pages:

Share some of my posts that you like and information that I have shared that has touched you.

Whether you are working with me, have worked with me or working on referrals so you can work with me, you have a sense of what drew you in, showcase that sense through your pages.

And don't just share a post, a video, a blog or a picture.

Say why you are sharing it, what it means to you and how it has helped.

That should be said with most anything you share with anyone.

Use other pages:

Are you part of a message board group, a discussion group or a networking group that could use pieces of what I have to offer?

Consider sharing information there.

Simple ads on places in like Craigslist, BackPage or local classified sites, radio sites, news sites and so on can work.

Again, don't spam!!!

More often than not sharing the free information is better.

Mentioning for people to fill out the initial question sheet for the free consult converts people to clients 80% more in all cases!

Answering the call...or ad:

You may see people searching on social media, on classified pages and even in groups that are in need of these services, speakers and what not.

Look and think of businesses, schools, organizations, events, and conferences near you or tied to people you know and trust. Most people have a much wider network than they realize.



weismanloren@gmail.com



424-265-0018

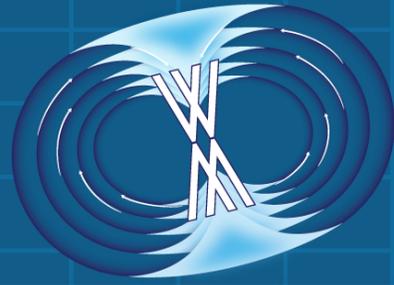


Lorenweisman.com



LOREN T. WEISMAN

Brand Precision Marketing Counselor & Strategist
Organizing, Developing & Sequencing for Conversions



LOREN WEISMAN REFERRAL SHEET

Lastly: •

Inform and share information without coming off like a know it all.

Share posts that give free tips instead of going immediately for the sell.

Stay tasteful, humorous and of course be you.

Divide your time.

Don't see it as a job.

Start slowly and build a foundation.

Those that take that approach have made themselves a great deal of money and brought clients and speaking engagements to me that I would not have connected with otherwise.

If you need any extra help, just ask and if you think I am missing something, please mention it.

Thank you for helping me to connect with new people in new places.

I prefer the referrals over everything else that comes in.

There is something special about working with someone while helping someone else.

And if you have any questions, by all means, reach out to me!

All the best,

LW



weismanloren@gmail.com



424-265-0018



Lorenweisman.com

