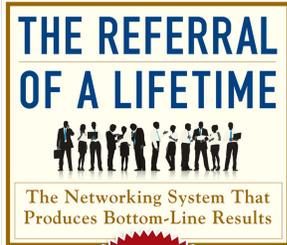


SECOND EDITION, REVISED AND EXPANDED



TIM TEMPLETON

FOREWORD BY KEN BLANCHARD

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**The Referral of a Lifetime**

AUTHOR:  
**Tim Templeton**

READ BY:  
**Tim Templeton**

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**"If you're ready to boost your sales and have 'em rock to the top, read and use this book."**— *Mark Victor Hansen, coauthor of the Chicken Soup for the Soul Series*

**"Tim has done it again...this new edition of The Referral of a Lifetime is so full of wisdom and relationship truths. In a world where we're buried in noise from email, social media, and technology, it is even more important to go back and focus on people, building trust and focusing on the individuals who will help us grow as we build meaningful connections. This book is even more of a necessity today and Tim nails it!"**— *Thomas Gay, CEO, Refer.com*

## The Referral of a Lifetime

by Tim Templeton

Read by Tim Templeton

**Your customers, colleagues and friends already know every new contact you will ever need to succeed**

In this completely updated and expanded edition, Templeton introduces the concept of the Perfect Client Avatar, a detailed profile of your ideal client that you share with your best clients so they know whom to refer to you. And he adds a new dimension to his process: social proof, an important by-product of social media. Studies have shown that recommendations from other people are the most persuasive way to "prove" your trustworthiness. Templeton explains how to reach the tipping point on online reviews, testimonials, and case studies of satisfied clients so you can expand your business 24/7. You'll be adding clients while you sleep!

### AUTHOR

Tim Templeton is a speaker, coach, and consultant and is CEO of Consulting Gold, a company that helps clients increase revenue and profitability by implementing the high-touch-high-tech processes of its referral system and selected partners. Formerly, he was CEO of MasterTrack International Inc., where he shared his message and systematic client acquisition processes for entrepreneurs, professionals, and companies in multiple countries.