

The Referral Engine

Here is an easy an inexpensive way to draw attention to yourself.

One of the major rules of referrals and networking is that “Givers Get”. So if there was a way to easily give kudos to a business colleague in a public fashion, then you would be more likely get more referrals.

Enter Quick Blogcasting

Don't let these heavy duty techno terms fool you. This is just a blog but what is it that bloggers do? They talk endlessly about everything and anything. However, Blogcasting is a bit more. You can post text, photos, audio and video in a matter of minutes.

What I propose is that you aim this type of energy towards referring your business contacts and create a Referral Engine.



With Quick Blogcasting you can easily make reference to a business contact and gain appreciation. You also gain more traffic, more viability and at the end of the day **YOU** are the hero.

In essence Quick Blogcasting is a CMS (Content Management System) that you can control. All you have to do is login and make an entry. It takes only a few minutes to do.

For you *business owners* who are Content Challenged this is a great way to generate content.

Content is all around you; your friends who own businesses or preferred venders all have a business name, an address, something to link to and perhaps you can give them a little testimonial.



Take a look at this sample of Mugsy's Barbershop on my site www.desertinsider.com

Click on the little video screen that you see on the content area of the site. You may need to click twice.

This little entry was completed with the help of my Web cam and only took 5 minutes to do. You can also upload your own videos that you make with your video camera.



Now I can go back to Mugsy's and show them what I did and maybe suggest that they have some sort of referral board in their store to reciprocate.

Do I demand that my entries get reciprocated? **No.**

It only took me 5 minutes and I was happy to do it because I really appreciate their good service.

Just How Easy Is This?

Glad you asked. [Quick Blogcasting](#) is available from only a few vendors. My allegiance is to [Webcentrica](#). For only \$2.99 a month you can have a Blogcaster available to you with a domain name of your choosing. I will even help you set it up for FREE.

It is easy to setup and you do not need to know any fancy HTML coding. You simply pick a template, make a few adjustments and you are done.

I tweaked [Desert Insider](#) a bit by changing the image in the header but that was it. Everything else you see there is standard blogging stuff.

You can use [Quick Blogcaster](#) to be your main website or a supplemental website. You are in total control and you can link to where ever you like. There is nothing like the power of full control.

Take a look at this helpful [demonstration](#) of what the back end administration is like.

Other Ideas

I am running into so many blogs as websites these days and for a good reason. The web is becoming more accessible to the average Joe. Blog software is a way to accomplish this.

- A Realtor could use it to show walk-through videos.
- A Party Promoter could use it to show clips of recent events.
- Teachers could use it to show off their good students.
- Anyone could use it to showcase testimonials

So you see the possibilities are endless and the key is the content. The content will attract people to go look and see what you are up to.

This is an important step to realize; you must interact with the web in order to get results. No longer can you just build a website and walk away.

Your business needs to participate with the public at large whether it be with charity events, clubs or the now social aspects of the web.

This application is so easy you can have someone in your office do the updates for you or hire your teenage niece.

Need a Quick Blogger? Let us know we can get you set up even over the phone. Send us a [message](#) and leave your number so that we can get back to you.

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