

Joe Hashey - 10 Rules for Building Relationships for Referrals  
Level Up Your Gym - [Level Up Your Gym](https://www.levelupyourgym.com)  
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### **5 Member Building Rules**

1. Ask Questions
  - a. Ask question in person in the groups
  - b. Secondly in emails (anonymously) and Facebook group ask 1 question a week
  - c. Keep doing, start doing stop doing
  - d. Talk to people #1, and not just the people YOU like, everyone
2. Solve the members EXACT problem
  - a. Give them what they want, sprinkle in what they need in the beginning
3. Meet Expectation
  - a. Do not exceed expectations, meet them
  - b. Not necessarily “underpromise and over deliver” Promise, then deliver!
4. Offer Referral Opportunities
  - a. Teacher appreciation week example
  - b. Potion of sale
  - c. Holiday
5. Be Remarkable
  - a. By doing #1-4

### **5 Community Building Rules**

Opportunity is everywhere, just not so much on the internet

1. Ask Questions around the community
2. Have a reason to talk to someone/business
  - a. Ask members to introduce you
3. Solve a problem for the business/community
  - a. Wellness programs, High school programs
4. Set up a follow up time
  - a. Permission based marketing
  - b. Set up a day & time
5. Do good
  - a. Book recommendation - [Go Giver](#)
  - b. Not as measurable
  - c. Give first (trick or treat) example