

## Increasing Referrals Is Easier Than You Think

We live in a world of instant gratification. Everybody is concerned about their own needs. Therefore, website owners must take the necessary steps to make sure their viral marketing program generates free traffic.

Here's why your referral program may not be working...

Convincing your visitors to invite their friends is not an easy task. Most people barely have enough time to focus on their own needs, not to mention yours.

Online store owners, must reward their visitors for providing referrals. If not, the average person will simply move on to the next website.

Offering cash incentives may seem like a could idea, but...

Sure, people like cash; and giving money for referrals is a no-brainer. But is it your best option? Many experts think not. Research has shown that there are a number of people who actually feel uncomfortable earning money on the "backs of their friends." Never mind the fact that the money isn't really coming out of their friend's pocket. The mere perception of getting paid for providing a friend's name is a turn-off.

### Automatic Redirect Is The Solution

Imagine this scenario, somebody arrives at your website, they invite their friends, and you instantly gift them.

Nobody likes waiting around. That's why you must be able to instantly gift your visitors.

Automation is crucial. You want everything to happen behind the scenes. You will set up your referral program only once, and never worry again.

Well, I guess the only thing that could be better than all that would be if your referral program was so powerful that it actually made your visitors and customers want to empty out their entire address book and send you every name and email address in it!

That is EXACTLY the way that web sites like MySpace? and FaceBook? work. They have their own "Friend" adding programs that have been wildly responsible for building huge membership lists in a very short time.

### About the Author

Vincent Newton is the founder of Friend Inviter, a powerful [tell a friend html script](#) that can [increase targeted traffic](#) to any online business.

Source: <http://www.alphacsi.net>