

Part 8: Customer Referrals | \$100M Leads Book

author:



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Synopsis

“You’re only limited by your creativity.” In this episode, Alex (@AlexHormozi) discusses the importance of customer referrals and how to leverage them to grow your business. He breaks down the different types of lead-getters and explains how to build a referral-based lead-generation machine.

Welcome to The Game w/Alex Hormozi, hosted by entrepreneur, founder, investor, author, public speaker, and content creator Alex Hormozi. On this podcast you’ll hear how to get more customers, make more profit per customer, how to keep them longer, and the many failures and lessons Alex has learned on his path from \$100M to \$1B in net worth.

Get your own copy of the book at acquisition.com/books

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Timestamps:

- (0:57) - Get Lead Getters
- (5:42) - Customer Referrals
- (18:33) - Get More People Better Results
- (24:58) - Asking For More Referrals

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