

Referral Email Templates

1. Referral Email Template for Asking Friends and Family

Subject: Looking to Assist *[family member or friend name]'s Network with [product/service/solution]*

Hi *[family member or friend name]*,

Hope all has been well since we last spoke. As you may have heard, I *[started a business or began a sales position]* that does *[scope of business]*.

I wanted to reach out to see if there's anyone that you know who would be interested in my *[product/service]*. An ideal *[customer/client]* would be *[niche market and description of ideal customer]*.

One of the things that really makes us stand out is *[description differentiating factor]*. This is part of what helps offer *[description of value proposition]* to our *[customers/client]*.

If anyone comes to mind, you can have them contact me using the information below or email me with them cc'd on the message.

(Optional incentive statement): We are also offering *[incentive]* for every referred *[customer/client]* brought in.

Thank you,

[Name], [title]

[Organization]

[Email address]

[Phone number]

[Website]

2. Email Template for Asking Professional Colleagues for Referrals

Subject: Looking to Assist *[colleague's name]'s Network with [product/service/solution]*

Hi *[colleague's name]*,

Hope all has been well since we last spoke at *[most recent event you spoke at]*. As you know, I *[run/started a business or began/am currently in a sales position for a business]* that does *[scope of business]*.

With that being said, I wanted to reach out to see if there's anyone that you know who would be interested in our *[product/service]*. An ideal *[customer/client]* would be *[niche market and description of ideal customer]*.

One of the things that really makes us stand out is *[description differentiating factor]*. This is part of what helps offer *[description of value proposition]* to our *[customers/client]*.

If anyone comes to mind you can have them contact me using the information below or email me with them cc'd on the message.

(Optional incentive statement): We are also offering *[incentive]* for every referred *[customer/client]* brought in.

Thank you,

[Name], [title]

[Organization]

[Email address]

[Phone number]

[Website]

3. Template for Asking Business Partners or Complementary Businesses for Referrals

Subject: *[Your business name]* and *[their business name]* Should Be Sending Referrals to Each Other

Hi *[person's name]*,

Hope all is well in the *[their industry]* business. With your business being in *[scope of their business]*, I wanted to reach out as I see the opportunity for us to pass referrals back and forth.

We are a *[scope of your business]* company that offers *[description of value proposition]*, making us extremely complementary to your offerings. One of the things that makes us stand out is *[description of differentiating factor]*.

Our ideal *[customer/client]* is *[niche market and description of ideal customer]*.

I'd love to schedule a call to learn more about your business and ideal *[customer/client]* to see where we can help each other out. Let me know if you have any availability in the next few weeks or you can use the Schedule Appointment button below to find a time that works for you.

(Optional incentive statement): We are also offering *[incentive]* for every referred *[customer/client]* brought in.

Thank you,

[Name], [title]

[Organization]

[Email address]

[Phone number]

[Website]

4. Referral Email Promoting Customer Incentives & Rewards

Subject: Time to Be Rewarded for Sending Referrals

Hi *[person's name]*,

Beginning *[date program starts]*, we will be launching a referral rewards program for all current *[customers/clients]*. The program will include *[description of the scope of the rewards program]*.

To take advantage of this opportunity, all you have to do is *[description of how to refer and be rewarded]*.

We look forward to providing your friends and family with the great *[products/services]* that we have provided to you. Feel free to reach out if you have any questions or concerns.

Thank you,

[Name], [title]

[Organization]

[Email address]

[Phone number]

[Website]

5. Email Asking Current Clients or Customers for Referrals

Subject: Looking to Assist [customer/client name]'s Network with [product/service/solution]

Hi [customer/client name],

As I hope you [were/have been] satisfied with your [product/service], we'd love to extend the value you obtained to your friends, family, and colleagues.

We are looking to grow our [scope of business] business by receiving word-of-mouth recommendations from our [customers/clients] for [brief description of ideal customer/client].

If there's anyone you know who would be interested in our [product/service], please have them contact me using the information below or email me with them cc'd on the message.

(Optional incentive statement): We are also offering [incentive] for every referred [customer/client] brought in.

Thank you,

[Name], [title]

[Organization]

[Email address]

[Phone number]

[Website]

6. Email Template for Asking Members of Your Networking Groups for Referrals

Subject: Ideal [Client/Customer] for [Your organization name]

Hi [member's name],

Hope all has been well since [our last meeting or another event you saw them at]. I wanted to reach out briefly to provide a description of the perfect referral and the best way for you to connect me with them.

As my business primarily does [scope of business] and [emphasizes or prioritizes] [description of differentiating factor], the ideal [customer/client] is [description of niche market and ideal customer/client].

Additionally, a good center of influence referral who we like to partner with to acquire leads is [description of a person or business that can send you leads].

In terms of how to connect us, you can have them contact me using the information below, email me with the lead cc'd on the message, or send them a link to my scheduling portal for a phone call.

Please send me some details on your ideal referral and the best ways to connect you with them when you get a chance.

(Optional incentive statement): We are also offering [incentive] for every referred [customer/client] brought in.

Thank you,

[Schedule Appointment button]

[Name], [title]

[Organization]

[Email address]

[Phone number]

[Website]
