Referral Request Letter/Email

Subject: Any friend of yours is a friend of mine

Hi, [Client *First name*]

It’s been a delight to work with you and I’m so glad to hear that you are/were pleased with your coaching results. I’m offering a new service/promotion that’s designed to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [*enter a description and/or major benefit of your service offering*].

How many people do you know who could benefit from my coaching program and/or my new service?

I’d be so grateful if you’d share this opportunity with your friends and colleagues. I also offer a \_\_\_\_\_\_ [*name of discount, coupon, special referral credit*] on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [*name of service, product, etc.*]  for each referral you send. Just make sure your referral mentions your name and lets me know you directed them to me, and I’ll make sure you receive the discount. (*If you have an automated affiliate program, you can also put that link here instead and invite them to sign up as an affiliate.)*

Thank you again for your business, and referring us to others. It’s such a pleasure to work with motivated clients such as yourself. I have truly enjoyed watching your progress and I appreciate you so much!

Please let me know if you need any other information from me.

Warmly,

[*Your name*]