Hi [Referral],

I hope that this week has been treating you well!

I wanted to reach out because I know that you [insert activity that the referral does often that they may need help with -- e.g. “regularly use freelance bloggers to supplement your content creation efforts”), and I’ve recently been working with [insert your name & hyperlink your LinkedIn profile] and have been impressed with the impact that they’ve driven for [me/our business].

Specifically, [Your Name] has worked on a couple of recent projects and executed with excellence:

* List one recent project, emphasizing the impact it drove
* List another recent project, emphasizing its impact, too

I would highly recommend [Your Name] for any [insert type of work -- e.g. “blogging”] work you might need.

[Your Name] is also offering [insert benefit for referred folks here -- e.g. “25% off her normal rate for your first time working together”].

Here’s how you can get in contact with each other:

[Your Name]

[Your Email]

[Your LinkedIn link]

Regards,

[Referrer’s Name]

