Hi [Customer Name],

I was delighted to hear when we last spoke that our product has been serving you and your team well. Nothing makes me happier than helping my clients.

My goal is to help as many people as possible to [insert core value prop of your service -- e.g. “develop great leaders”]. Since you’ve seen what we can do for a business firsthand, I was wondering if you would be willing to refer us to a friend.

I generally [insert normal, non-referral detail -- e.g. ‘charge $50 for a 30-minute consultation’], but I’m happy to provide [insert referral benefit -- e.g. ‘a completely free consultation’] for anyone you refer to me.

When they book a consultation, all they have to do is put the following personalized code in: [insert code here]. If you do end up passing along the referral code, you’ll also get [insert referrer’s benefit here - e.g. ‘10% off our next 3 sessions together].

Do you have anyone in mind who might want to take advantage of that benefit?

Thanks,

[Your Name]

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