Dear [Referrer],

I just wanted to drop you a note to thank you for referring your [colleague/friend] [Referral] to me!

It means so much to me that you were happy enough with the work that we did together to share my name with someone who you want to see succeed. Thank you for giving me the opportunity to help [him/her/them] [insert a phrase about what you help with -- e.g. “improve their SEO strategy”], too.

[IF APPLICABLE] As a thank-you, I’d love to take 10% off of your next [bill/service/installment]. I’m making a note to do so right now.

Thanks again,

[Your Name]

