

**“HIT SEND ↓
GET REFERRALS”**

**READY-TO-USE
EMAILS**



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“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

SUBJECT: Can I get your support?

Hi *(First name)*,

How are you doing? *(Personalize your greeting for each person you're sending this to.)*

I want to ask for your support with something, but before I do...

Lead with Generosity

I was thinking about you the other day and came across this *(resource/blog post/idea)* that I thought you might like. *(Insert resource info, link or idea here.)*

I hope you enjoy it!

On another note, I am on a mission to serve more _____
(type of people you work with) this month and I would love your support.

You may remember that I...*(Use your Hero's Journey Story to share why you're so passionate about this work.)*

This is why I'm so passionate about this work. And I would LOVE your support in helping me serve the people who really need the work I offer.

“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

Template #1 Continued:

Would you be willing to make an introduction or two to some _____
(*type of people you work with*) who are suffering with _____
(*problem you solve*)?

My schedule is quite booked these days, but I’m really passionate about getting my work out in a bigger way. So I’ve decided to open up a few spots for Free Consultations* this week and would love to offer this valuable gift to the people in your life.

I promise to take great care of your referrals.

To make this easy for you, I’ve written a sample email below. You just need to edit the email to fit your voice and then send. Please Cc me so I can personally connect with your referrals.

And please reply if you have any questions.

(Your sign off)

“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

Here's the email you can use to make the introduction.

Email Template:

Subject: I want to introduce you to someone awesome!

Hi *(person you want to refer name)*, I want to introduce you to _____ *(your name)*. _____ *(your name)* is an expert in helping _____ *(group of people)* resolve _____ *(problem)*. He/she's been studying and mentoring people in _____ *(field)* for _____ years. And, he/she's _____ *(statistic that positions you)*. But most of all _____ *(your name)* has a huge heart and loves helping people. He/She is the real deal. I thought of you because you've shared that you've been struggling with _____ *(problem)* and I was hoping this introduction could support you.

_____ *(your name)* is quite booked, but has offered to give you a free consultation. If you're still interested in _____ *(result)* then I recommend giving _____ *(your name)* a call. His/Her website is _____. And his/her number is _____. I also copied him/her on this email so you can respond to him/her this way as well. I recommend you give him/her a call right away, because his/her schedule fills up fast.

Let me know if you have any questions,
(your name)

“Hit Send → Get Referrals” Template #2:

For Past or Current Clients

SUBJECT: Can I request your support?

Hi _____ (*past or current client's firstname*),

(Personalize the opening of the email based on your experience with them.)

I am on a mission to serve more _____ (*type of people you work with*) this month and I would love your support.

You may remember that I... (*Share your Hero's Journey Story to share why you're so passionate about this work.*)

This is why I'm so passionate about this work. And I would LOVE your support in helping me serve the people who really need the work I offer.

Would you be willing to make an introduction or two to some _____ (*type of people you work with*) who are suffering with _____ (*problem you solve*)?

My schedule is quite booked these days, but I'm really passionate about getting my work out in a bigger way. So I've decided to open up a few spots for Free Consultations* this week and would love to offer this valuable gift to the people in your life.

I promise to take great care of your referrals.

“Hit Send → Get Referrals”

Template #2:

For Past or Current Clients

Template #2 Continued:

To make this easy for you, I've written a sample email below. You just need to edit the email to fit your voice and then send. Please Cc me so I can personally connect with your referrals.

And please reply if you have any questions.

(Your sign off)

Here is the email, please make sure to remove everything above the line before sending.

From: Your past or current client

To: Their Referral

Cc: Your email address

Subject: I want to introduce you to someone amazing!

Hi *(referral's name)*,

I want to introduce you to _____ *(your name)*.

“Hit Send → Get Referrals” Template #2:

For Past or Current Clients

Template #2 Continued:

I started working with _____ (*your name*) because I was struggling with _____ (*problem*) for quite some time and nothing I tried was helping me. I've gotten _____ (*specific results*). I thought of you, because I see you as _____ (*acknowledgment*) and you've also mentioned that you, too, have struggled with _____ (*problem*). _____ (*your name*) is an expert in helping _____ (*group of people*) resolve _____ (*problem*). He/she's been studying and mentoring people in _____ (*field*) for _____ years (*or some other positioning statement*). And, he/she's _____ (*statistic that positions you*). But most of all _____ (*your name*) has a huge heart and loves helping people. He/She is the real deal.

I thought about you and asked _____ (*your name*) if they would talk with you and see if he/she can help you. _____ (*your name*) is quite booked, but he/she offered to give you a free consultation. If you're still interested in _____ (*result*) then I recommend giving _____ (*your name*) a call.

His/Her website is _____. And his/her number is _____. I also copied him/her on this email so you can respond to him/her this way as well. I recommend you give him/her a call right away, because his/her schedule fills up fast.

Let me know if you have any questions,
(*your name*)

“Hit Send → Get Referrals”

Template #3:

For Your Email List

You may also get some free consultations from people on your list using this one.

SUBJECT: Do you know someone like this?

Hi *(First name)*,*

Niche

Do you know someone who has _____ *(problem)*?

Hero's Journey Story

I know how hard it can be to watch someone you care about suffer through _____ *(different words to describe symptoms/feelings)* because I once dealt with _____ *(problem)*. It ruined my life. *(Share one sentence about how this problem impacted your life).***

And, when I discovered a way to get _____ *(solution)*, I felt like a new person. *(Share one sentence as to how your life is amazing now.)*

Positioning

For the last _____ years, I have studied and mentored people in the area of _____. *(Optional: Add another impressive statement to position yourself.)*

Well, just recently, I have decided to take all of my knowledge, expertise, and experience and focus it toward helping _____ *(ideal client)* solve _____ *(problem)*.

“Hit Send → Get Referrals”

Template #3:

For Your Email List

Template #3 Continued:

I’m really passionate about sharing my work with more people. My schedule is quite booked these days, but I’m really passionate about getting my work out in a bigger way. So I’ve decided to open up a few spots for Free Consultations* this week.

Do you know someone who could use support getting over _____
(*problem*) and would instead like to have/be/get _____ (*solution*)?

I’ve decided to offer a handful of free consultations (*with cool name*) in the next two weeks.

If you’ve got someone in your life who you would love to support, you can use the email below to introduce us. (*And if the person you know is You, I would be honored to support you. Just follow the instructions in the email below.*)

“Hit Send → Get Referrals”

Template #3:

For Your Email List

Here's the email you can use to make the introduction:

Email Template:

Subject: I want to introduce you to someone awesome!

Hi *(person you want to refer name)*, I want to introduce you to _____
(your name). _____*(your name)* is an expert in helping _____*(group of people)* resolve _____*(problem)*. He/she's been studying and mentoring people in _____*(field)* for _____ years. And, he/she's _____*(statistic that positions you)*. But most of all _____*(your name)* has a huge heart and loves helping people. He/She is the real deal. I thought of you because you've shared that you've been struggling with _____*(problem)* and I was hoping this introduction could support you.

_____*(your name)* is quite booked, but has offered to give you a free consultation. If you're still interested in _____*(result)* then I recommend giving _____*(your name)* a call. His/Her website is _____. And his/her number is _____. I also copied him/her on this email so you can respond to him/her this way as well. I recommend you give him/her a call right away, because his/her schedule fills up fast.

Let me know if you have any questions.

Warmly,
(your name)

“Hit Send → Get Referrals”

Template #3:

For Your Email List

Template #3 Continued:

Bonus Tips:

- » *If you don't use an email server like Mailchimp, Constant Contact, Ontraport, Infusionsoft, etc. you can use “Friend” here.
- » ** If your Hero's Journey isn't about your personal struggle with the problem you solve, here's how to share your passion: Share your experience of witnessing the pain of a loved one or client who had that problem. Or share your own pain in dealing with a similar problem.
- » Create a more exciting name than “Free Consultation” to get better results.