**REFERRAL EMAILS**

***Referral Email 1: Help***

**Subject Line**: I need your help

Hello [*Customer’s First Name*],

I’m thrilled that you’re happy with [*Your Brand*]. I genuinely care about what I do, so knowing that you’re happy truly makes my day.

Could I ask you a small favor?

I want [*Your Brand, e.g. Big H Taco Truck*] to help as many people as possible [*Achieve the Big Win, e.g. “discover the health secrets hidden in tacos,” “grow their wealth,” or “unlock their inner Unicorn”*]. So, I was wondering if you knew anyone else who would be interested in [*Your Product*].

If anyone comes to mind, would you be kind enough to send them my way or point them to our website [*Your Website URL*], so they can get in touch with us?

I’d truly appreciate it.

Again, thank you for being such a wonderful customer.

All the best,

[*Your Name*]

[*Your Brand Name*]

***Referral Email 2: Plus Incentive***

**Subject Line**: I need your help

*Customer’s First Name*],

I’m thrilled that you’re happy with [*Your Brand*]. I genuinely care about what I do, so knowing that you’re happy truly makes my day.

Could I ask you a small favor?

I want [*Your Brand*] to help as many people as possible [*Achieve the Big Win*]. So, I was wondering if you knew anyone else who could use our help.

If anyone comes to mind, would you be kind enough to send them my way or share our website with them so they can get in touch with us?

I’d truly appreciate it.

As a token of my gratitude for your gesture, I’d like to give you [*Incentive*] for each of your referral that ends up buying from us.

Again, thank you for being such an amazing customer.

I look forward to continuing to work together.

All the best,

[*Your Name*]

[*Your Brand Name*]

***Referral Email 3: Post Purchase***

**Subject Line**: Give some, get some

Hi [*Customer's First Name*],

Thank you for shopping with [*insert store name*].

We’d love for you to introduce your friends to [*brand name*].

All you have to do is forward this email or text the link to give your friends [*reward or coupon offer*].

As a token of our gratitude, you’ll also get [*referral bonus*] when your friends make a purchase.

To activate this coupon, ask your friends to start shopping using the link [*insert link*] and to use the discount code when they make their purchases.

Remember, this discount expires on [*insert deadline date*].

Thank you for being a valued customer.

Sincerely,

[*Your Name*]

[*Your Brand Name*]

***Referral Email 4: Word of Mouth***

**Subject Line**: Word gets around

Hi [*Customer's First Name Name*],

It’s so cool that you like [*Your Brand*]. I truly appreciate your business. I don’t take it for granted.

If you know anyone else who could benefit from [*Your Product or Brand*], would you mind referring them to me so they can enjoy the same [*Benefits of Your Brand*] you’ve come to love?

Of course, your friends will receive the same royal treatment as you.

Thank you once again for being such a valued customer.

Sincerely,

[*Your Name*]

[*Your Brand Name*]

***Referral Email 5: Refer and Gain***

**Subject Line**: [*Customer’s First Name*], refer a friend and receive [Referral Incentive]

[*Customer's First Name Name*],

Did you know that you can receive [*Referral Incentive*] just by referring a friend?

All you have to do is copy *this link [Hyperlink referral link*] and share it with a friend via email or social media: [*Insert Referral URL*].

Yes, your friends will receive the same royal treatment as you!

Thank you once again for your business.

Sincerely,

[*Your Name*]

[*Your Brand Name*]