

“Word Of Mouth Magic” Template Letter

... To Entice Your Clients To Give You Referrals ...

This pdf version shows you what the final product looks like. The other file (template.txt) has the text of the template letter ready to go.

[Note: I use these file formats because, unlike Word documents, these formats are known to be free of viruses and safe to download.]

Load the text file (template.txt) into your favorite word processor.

Fill in the *blanks* (in *red italics*) to fit your business, and format appropriately.

This letter suits Word Of Mouth Strategy #1 so you will need to adjust it for any other word of mouth strategies.

Feel free to adapt, adopt, and send this letter to your clients -- It's Copyright free.

Announcing Your FREE Gift ...

Here's How You Can Receive *(The Gift)* Absolutely FREE Simply By Introducing A Friend To Us ...

Imagine *(the benefits of the free gift. This is just an example ...)* being in the middle of a wonderful 1-hour back massage ... enjoying every minute of one of the most relaxing experience you've had in a long time ...

Dear *(client's name)*,

We thrive on serving people who are great to deal with ... and yes, you're one of them!

For that reason, I know you must have a few friends, family members, or business associates who are just like you - and who'd benefit from what we offer.

As a special client of ours at *(Business Name)*, you're entitled to join our referral program ...

This means that you'll get rewarded for referring clients to us!

For example, if you refer someone to us within the next 8 weeks, we'll thank you by giving you *(gift)* absolutely FREE! Normally it costs \$*x*, but it's our gift to you, a thank you present for introducing a friend to us.

Let me tell you about your special gift ...

(Describe the gift in enticing terms here)

Inside this envelope, you'll find a referral card that you can give to the person you want to refer to us.

Thank you again for being a great client ...

(Your Name)

P.S. Remember that you'll receive *(the gift)* worth *(\$x)* totally free, simply by referring a friend, family member, or business associate to us in the next 8 weeks.

P.P.S. Thank you again for your referrals. By referring your friends to us you're helping us ensure that we'll be able to put our focus, not on having to find new clients, but instead on finding new ways to serve you better.