

Hey! I'm so happy you've got this download.
I know how hard it is to manage everything you have on your plate.
I have no doubt that this goodie will help you get things done.
You need anything else from me? Just let me know!

THE REFERRAL EMAIL

pick one of the pieces in parentheses, not both!

CHIEF MARKETING OFFICER
ON DEMAND

Dear Mr. Wonderful Client,

As I mentioned last time we met, Abask Marketing has a referral program that gives our best clients the opportunity to save money on their future invoices. .

We currently have one opening for a medium-sized business looking to grow their customer base and reap the rewards of a profitable marketing strategy. We don't offer this referral program to all of our clients, but I am extending the opportunity to you because you are familiar with the results we can achieve and, to be honest, I am hoping to work with one more client like you!

After our conversation I took to LinkedIn and found that you are connected to Mr. X at JY & Associates. I think we could be a perfect resource to rewrite their website, giving them a more authentic voice that I am sure will help them to get more clients. If you wouldn't mind initiating an introduction through LinkedIn for me, I would be very grateful.

If you know of anybody looking to grow their business and create a more streamlined, perhaps even passive, pathway to profit, would you mind sending them an email introduction and cc'ing me?

Mr. WC, I appreciate your business and have enjoyed helping to grow your customer base over the last year. Thank you for returning that favor!

Yours,
Rebecca Batisto
CMO on Demand, Abask Marketing