Referral Request Scripts

3 Scripts for Turning Happy Clients Into Your Sales Team

Email Version

Subject: Quick favor, [Name]?

Hi [Client Name], Thank you again for the kind words about our work together! I'm glad [specific result] has been working well for you. Quick question - do you know anyone else in [industry] who might benefit from the same type of AI automation we set up for you? I'd love an introduction if anyone comes to mind. As a thank you, I'll [offer: e.g., give you a free month of support / add a bonus feature to your setup]. No pressure at all - just thought I'd ask since you've seen the results firsthand. Best, [Your Name]

Phone/Call Version

"Hey [Name], I'm really glad the [automation] has been working well for you. I actually wanted to ask you something. We're looking to help a few more businesses like yours, and I was wondering - do you know anyone in [industry] who might be dealing with the same [problem] you had before we started working together? I'd be happy to give them a free consultation, and of course, I'd take great care of anyone you refer. As a thank you, I'd love to [incentive]."

In-Person/Event Version

"By the way, [Name], I'm always looking to help more businesses like yours. If you ever run into someone who's struggling with [common pain point], feel free to send them my way. I'll make sure they get the VIP treatment since they know you. And I'll [incentive] as a thank you."

Referral Incentive Ideas

• Free month of support/maintenance

• Bonus feature added to their setup

• Amazon gift card ($50-100)

• Revenue share (10-15% of first project)

• Free consultation/audit for their own business