

**“HIT SEND ↓
GET REFERRALS”**

**READY-TO-USE
EMAILS**



JESSE KOREN AND SHARLA JACOBS



“Hit Send → Get Referrals” Ready-to-Use Emails

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“Hit Send → Get Referrals” Ready-to-Use Emails

Thank you for asking for our **“Hit Send → Get Referrals” Ready-to-Use Emails**. You can use these referral-generating email templates right away to start attracting more of your ideal clients.

The accompanying video (*on the page where you got this download*) goes into much more depth about how to use these templates **MOST** effectively, so you can get your phone ringing. We recommend you watch the entire video before using any of the templates.

If you’re not yet making a **GREAT** living doing the work you love, then we invite you to listen closely to everything in the video...because what you’ll learn could be **THE** turning point in your business that changes everything.



“Hit Send → Get Referrals” Ready-to-Use Emails

IN THE VIDEO, YOU’LL DISCOVER:

- » Why referrals are one of the best ways to attract clients. It doesn’t matter if you’re offering your one-on-one services, group programs, high-end VIP work or live events, referrals are the best way to grow your business.
- » How easy it is to get referrals from a heartfelt place that aligns with your values.
- » How to “Lead with Generosity,” so you never have to feel needy or desperate when asking for referrals
- » The 3 Major Client Attractors that will help you get clients from referrals, talking with potential clients, speaking to groups, leading teleseminars... any time you’re in front of people. These Client Attractors are absolutely ESSENTIAL to the success of your business.

So make sure you watch the video now (before we take it down), so you are more likely to get a great response with these referral-generating email templates:

masterclientattraction.com/vid1



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IN CASE YOU’RE WONDERING WHY WE KNOW SO MUCH ABOUT GETTING REFERRALS...

In the last decade plus, we’ve taught over 25,000 coaches and holistic practitioners how to get more clients. And we’ve seen many of the rising transformational leaders of today make their first six figures while studying with us.

Even though we’ve become two of the world’s leading authorities in helping coaches and holistic practitioners attract more clients, we started with nothing. Our hope is that when you see (in the accompanying video) how little we knew about client attraction when we began our business, you’ll get that if we can do it, anyone can—including you.

Our most popular event is called the **Client Attraction Summit**. We’ve led this event over 70 times to thousands of people, some of whom have flown from all over the globe to attend. MOST of these people came from referrals from happy clients. So, we know what it takes to get thousands of referrals.



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WHAT’S MORE IMPORTANT THAN OUR RESULTS ARE OUR CLIENTS’ RESULTS.

Our clients have made tens of millions of dollars using what they’ve learned from us. And now, with these templates, you can start on your path to attracting more clients through referrals.

IMPORTANT: If you haven’t watched the accompanying video, please do that first and then come back to these templates.

Below, you’ll find three different email templates that can work for you, whether you’re just getting started or you’ve been in business for years.

- » **Template #1:** Sent this to friends, family members, colleagues... people who believe in you.
- » **Template #2:** Send this to past or current clients.
- » **Template #3:** Send this to your email list.

Each template includes 2 sections:

- » **Section 1:** From You to your Potential Referral Partner.
- » **Section 2:** From your Potential Referral Partner to their Referral.

(Very Important: Make sure you fill in the blanks for both sections.)



“Hit Send → Get Referrals” Ready-to-Use Emails

AS YOU GO THROUGH THE TEMPLATES, you may discover that you do not have complete answers for the 3 Major Client Attractors: Niche, Positioning Statement and Hero’s Journey Story. We intentionally left these blank because this is what makes these email templates unique to YOUR voice.

If you don’t already have your niche, your Positioning Statement and your Hero’s Journey Story, we recommend you watch the accompanying video so you can start to get these Client Attractors handled.

You’ll also notice that the email says you’re offering free consultations. We’re not going to leave you hanging, don’t worry. We will soon send you our famous **“Get Clients” Free Consultation Formula**, so that once you get requests for free consults, you’ll know how to turn your potential clients into high paying clients.

May you receive a whole bunch of new clients this week, from simply using these templates that have worked for us and many of our clients.



“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

SECTION 1:

From: You

To: Your Friend, Family Member or Colleague (Referral Partner)

SUBJECT: Can I get your support?

Hi *(First name)*, how are you doing? *(Personalize your message by sharing something you appreciate about this person.)*

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

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.

Warmly, (Your name)

Following is the email—please make sure to remove everything above the line before sending.



“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

SECTION 2:

From: Your Referral Partner

To: Their Referral

CC: You

SUBJECT: I want to introduce you to someone awesome!

Hi (*referral's 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. (Optional: Add another Positioning Statement.) 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 Referral's sign off)



“Hit Send → Get Referrals” Template #2: *For Past or Current Clients*

SECTION 1:

From: You

To: Your Past or Current Clients (Referral Partner)

SUBJECT: May I request your support?

Hi *(past or current client's first name)*,

How are you doing? *(Personalize your message by sharing something you appreciate about this person.)*

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 so they remember why you're so passionate about your work.)* This is why I'm so passionate about this work.

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 _____ *(people in your niche)* 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. 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. Please reply if you have any questions.

Warmly, *(Your name)*

Following is the email. Please make sure to remove everything above the line before sending.



“Hit Send → Get Referrals”

Template #2:

For Past or Current Clients

SECTION 2:

From: Your Referral Partner

To: Their Referral

CC: You

SUBJECT: I want to introduce you to someone amazing!

Hi (*referral's name*), I want to introduce you to _____ (*your name*).

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 (*Optional: Add another Positioning Statement*). 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 Referral's sign off)



“Hit Send → Get Referrals”

Template #3:

For Your Email List

SECTION 1:

From: You

To: Your entire Email List

SUBJECT: Do you know someone like this?

Hi (First name),*

Do you know someone who has _____ (problem)? I know how hard it can be to watch someone you care about struggle with _____ (impact of the problem) because I once dealt with _____ (problem). It ruined my life. (Share one sentence about how this problem impacted your life).**

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.)

If you’ve been helping people in your niche for years:

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

OR If this is a new niche:

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

Warmly, (Your name)

Following is the email. Please make sure to remove everything above the line before sending.



“Hit Send → Get Referrals”

Template #3:

For Your Email List

SECTION 2:

From: Someone on Your Email List

To: Their Referral

SUBJECT: I want to introduce you to someone awesome!

Hi (*referral 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 _____ (*Optional: Another Positioning Statement*). 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*)

Bonus Tips:

» *If you don't use an email server like Mailchimp, Constant Contact, Ontraport, Infusionsoft, etc. you can use "Friend" here.

» **Create a more exciting name than "Free Consultation" to get better results.