

# Sample Referral Scripts (Templates)

Here are simple templates you can tweak for your business.

## In-Person Script

Perfect for local businesses, home services, coaches, consultants.

“I’m really glad you’re happy with the [service/result] today.  
A lot of my best customers come from referrals.  
If you know a friend, family member, or colleague who could use [what you offer], I’d really appreciate you passing my name along.  
No pressure at all—just if someone comes to mind.”

You can also hand them a **referral card** or show them a QR code that links to your website or booking page.

## Email Script (After a Good Experience)

Subject: Quick favor?

Hi [Name],

I’m really glad we were able to [mention result: “get your books organized before tax season” / “redesign your logo” / “get your site live”].

I work best with [describe your ideal client in simple language—e.g., “busy local business owners who want simple, clear finances”].

If you know 1–2 people who might benefit from this kind of help, I’d be grateful if you’d forward this email and introduce us.

Thanks again for trusting me with your business.

[Your Name]

## Short Text / WhatsApp Message

Hey [Name]! Glad you were happy with [service/result].  
If you have any friends or colleagues who might need [what you do], I’d really appreciate you sending them my way. Here’s my link: [[link]]

## Social Media Prompt

After a good project, you can ask:

“If you’ve had a good experience working with me and know someone who might benefit from [what you do], I’d be grateful if you’d tag them or share this post with them. It helps a small business like mine more than you know 🙏”