

**“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:

<http://masterclientattraction.com/get-referrals>



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

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 market their business and get more clients. And if you look at many of the rising transformational leaders of today, you’ll find that many of them made their first six figures while studying with us.

I (*Sharla*) share my full story of how we came to be two of the world’s leading authorities in helping coaches and holistic practitioners attract more clients in the video. So we recommend you listen to our story of how we started out knowing NOTHING about what it takes to get clients and struggled on our own until we had a “Divine Download” of our signature Heartselling™ System and filled our private practices.

Later, we joined forces and started teaching our Heartselling™ model to a few friends. Our most popular event is called the Client Attraction Summit. We’ve led this event over 60 times. And **MOST of the people who attend come from a referral!**



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

SO WE KNOW WHAT IT TAKES TO GET REFERRALS.

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 we’re giving YOU these email templates so you can start getting more referrals... starting now.

Again, we recommend you watch the video to discover how to make the most of these referral-getting email templates.

In this download, you’ll find three different email templates for three different types of people. Whether you’re just starting out or been in business for years, you can use at least one of these emails to start generating referrals.

- » **Template #1**—can be sent to friends, family members, colleagues... anyone who believes in you.
- » **Template #2**—can be sent to past or current clients.
- » **Template #3**—can be sent to your email list.

Each template includes 2 sections:

- » **Section 1** is From You to your Potential Referral Partner.
- » **Section 2** is 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 with Heart 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 know your niche, know how to position yourself and have your Hero’s Journey Story written, we recommend you watch the video so you can 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, so don’t worry. You’ll be getting our **Famous “Get Clients” Free Consultation Formula** soon, so that once you get requests for Free Consults, you’ll know what to do with them.

We wish you tons of success using these emails. May you receive a whole bunch of new clients this week, from simply using this system that has worked for us and for many of our clients.



“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

SUBJECT: Can I get your support?

Hi *(First name)*,

How are you doing? *(Personalize your greeting for each person you're sending this to.)*

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

Lead with Generosity

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.



“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

Template #1 Continued:

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.

(Your sign off)



“Hit Send → Get Referrals” Template #1:

For friends, family members and colleagues

Here’s the email you can use to make the introduction.

Email Template:

Subject: I want to introduce you to someone awesome!

Hi *(person you want to refer 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 _____ *(statistic that positions you)*. 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 name)



“Hit Send → Get Referrals” Template #2:

For Past or Current Clients

SUBJECT: Can I request your support?

Hi _____ (*past or current client's firstname*),

(Personalize the opening of the email based on your experience with them.)

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 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.



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

Template #2 Continued:

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.

(Your sign off)

Here is the email, please make sure to remove everything above the line before sending.

From: Your past or current client

To: Their Referral

Cc: Your email address

Subject: I want to introduce you to someone amazing!

Hi *(referral's name)*,

I want to introduce you to _____ *(your name)*.



“Hit Send → Get Referrals” Template #2:

For Past or Current Clients

Template #2 Continued:

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 (*or some other positioning statement*). And, he/she's _____ (*statistic that positions you*). But 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 name*)



“Hit Send → Get Referrals”

Template #3:

For Your Email List

You may also get some free consultations from people on your list using this one.

SUBJECT: Do you know someone like this?

Hi *(First name)*,*

Niche

Do you know someone who has _____ *(problem)*?

Hero's Journey Story

I know how hard it can be to watch someone you care about suffer through _____ *(different words to describe symptoms/feelings)* because I once dealt with _____ *(problem)*. It ruined my life. *(Share one sentence about how this problem impacted your life).***

And, 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.)*

Positioning

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

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



“Hit Send → Get Referrals”

Template #3:

For Your Email List

Template #3 Continued:

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. So 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.*)



“Hit Send → Get Referrals”

Template #3:

For Your Email List

Here’s the email you can use to make the introduction:

Email Template:

Subject: I want to introduce you to someone awesome!

Hi *(person you want to refer 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 _____*(statistic that positions you)*. 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.

Warmly,
(your name)



“Hit Send → Get Referrals”

Template #3:

For Your Email List

Template #3 Continued:

Bonus Tips:

- » *If you don't use an email server like Mailchimp, Constant Contact, Ontraport, Infusionsoft, etc. you can use “Friend” here.
- » ** If your Hero's Journey isn't about your personal struggle with the problem you solve, here's how to share your passion: Share your experience of witnessing the pain of a loved one or client who had that problem. Or share your own pain in dealing with a similar problem.
- » Create a more exciting name than “Free Consultation” to get better results.