

Referral System — Scripts + Templates

Make referrals a routine (without feeling awkward).

When to ask

- Right after a ‘win’ moment (job finished, customer is happy).
- When you receive a thank-you message or compliment.
- After you’ve resolved an issue well (trust increases).

The simplest referral ask (in person / phone)

- “If you know anyone else who’d like the same result, feel free to send them my details — we’ll look after them.”
- “Do you know one or two people who’d appreciate this? I can flick you a quick text you can forward.”

Text message you can send (copy/paste)

“Hi [Name], thanks again for the opportunity — glad you’re happy with the result. If you know anyone who needs [service], feel free to forward this message: ‘I used [Business] and they were great. [Name] is on [Phone].’ Cheers!”

Email template (copy/paste)

Subject: Quick favour (only if you’re happy)

Hi [Name],

Thanks again for choosing us. If you’re genuinely happy with the result, we’d really appreciate any referrals — we grow mostly by word of mouth.

If someone comes to mind, you can either introduce us by email/text, or simply share our details.

Thanks,
[Name]
[Business]

Referral partner (B2B) short message

- “We work with customers like yours. If you ever have a client who needs [service], we’ll look after them. Happy to reciprocate referrals where it makes sense.”