



THE *10X*
**FREELANCE
COPYWRITER**

**ESSENTIAL REFERRAL TEMPLATES
FOR MIXMAX**

Email template for referral requests: Clients

Midway through project: A

Hey there {{first name}} -

I'm having a great time working with you - so I just want to put this out there:

My #1 business goal is to work with more clients like you. I've started only taking clients by referral. And I want you to know I'll give top priority to every referral you send my way.

Just planting the seeds for a future convo. When the project is closer to wrapping up - with killer results, of course :) - I'd love to make it as easy as possible for you to tell 2 or 3 people about me. Sound okay?

Thanks,
((Firstname))

PS: I think it goes without saying that I'm also hoping to keep working with you and your team. Y'all have been a dream.



Email template for referral requests: Clients

Midway through project: B

Hi {{first name}} -

I noticed you're connected with _____ on LinkedIn. I love what they're doing.

Any chance you could connect me?

Thanks,
((Firstname))



Email template for referral requests: Clients

End of project

Hi {{first name}} -

Just wanted to give you a heads-up that, with our project wrapping up, I've got space in my calendar for new projects.

Should I be blocking space in my calendar for another project with you?

Thanks,
((Firstname))

PS: If you know 2 or 3 people who could benefit big-time from my copywriting services, I'd love a connection! I've even got a referral template I could give you - make things easy.

As a quick overview, I'd jump at the chance to:

- Write ____ copy (a growing specialization for me)
- Work with ____-focused businesses in _____ industry
- Turn one-off jobs into retainers or recurring work
- Work with someone like you :)



Email template for referral requests: Clients

Reply to soft no or indecision

Thanks {{first name}} -- a referral from you would carry so much weight. And I know your network is outstanding (thanks, LinkedIn!). So if anything lands on your desk... or you're talking shop with people at an event... please keep me in mind!

Looking forward to it,
((Firstname))



Email template for referral requests: Biz friends

Known connection request

Hi {{first name}}! Hope you're great.

I noticed you're connected with _____ on LinkedIn.

I love what they're doing.

Can I persuade you to connect us by email??

I know how busy you are. But I also know how much weight your influence carries. So my fingers are crossed!

Thanks!!!

((First name))

PS: And, hey, if _____ turns out to be in need of a copywriter, it'll be like you were reading their mind. #superpower



Email template for referral requests: Copywriters

General referral request

Hi {{first name}}! Hope you're great.

You don't happen to have any cool past clients or contacts you can connect me with, do you?

Perhaps a client you've outgrown? Or someone in an industry you're not working in anymore, like _____? Or even someone who needs a type of copy you don't like to write, like _____?

I'm actively building my network right now.

And you seem really "tapped in."

Not looking to compete! Just to pick up some extra work. Or set the wheels in motion for new clients down the road.

Thanks!!!

((First name))



Template for referral requests: Biz friends

On LinkedIn

Hi {{first name}}! I noticed you're connected with _____ here on LinkedIn. I love what they're doing.

Can I persuade you to make an intro??

I know how busy you are. But I also know how much weight your influence carries. So my fingers are crossed!

Thanks!!!

((First name))

PS: If it's a yes, thank you so much and please lemme know what you'd need from me. Here's my email address, for starters: ((email address))

