

IN THE TRADES

Text Templates to Ask for Referrals



**People are 4x
more likely to
buy when
referred by a
friend.**

– Nielsen

**Customers
acquired
through word-
of-mouth are
37% more likely
to stick with you.**

– Deloitte

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To keep income flowing in, you know you need to keep adding new customers. But some small business owners often overlook a prime source of new customers: the people your current customers know.

We get it. Asking existing customers to refer their friends or family can feel awkward. And probably the worst part is figuring out what to say when you make that request.

Still, referrals are so incredibly effective at identifying potential customers, you can't afford to overlook them. So we're here to help you get started.

This short guide provides several sample text messages you can use when asking for referrals. Pop these into your text messaging tool and hit the send button. You'll soon build a solid lineup of new customers — who then can refer new customers from their networks, too.

Remember: You're not asking too much. When you provide quality services, customers are more than happy to recommend you to others.

Standard Request



“

We were delighted to help you with your (plumbing repairs). Can a friend or relative of yours also use our assistance? Please let us know.

”

“

Share the (air conditioning) love! Refer us to your friends using the code below.

”

Promotional Request



“

Coffee's on us! Refer a friend and get a \$5 (coffeehouse name) gift card.

”

“

Know someone looking for an (electrician)? Refer a friend and get 10% off your next (electrical) service.

”

Seasonal Request



“

Autumn is here! It's almost time for (pools) to be closed for the winter, which makes it the perfect time for a cleaning. Could any of your friends use our (pool) winterizing service? Refer a friend and you'll both get 10% off.

”

“

Winter is just around the corner! Who do you know that could use a 15% discount on preventative maintenance for their (furnace)? Click here to send us their name.

”

Gratitude Request



“

We are so grateful to have you as a repeat customer. Would you be willing to refer us to friends or family? Send them this link.

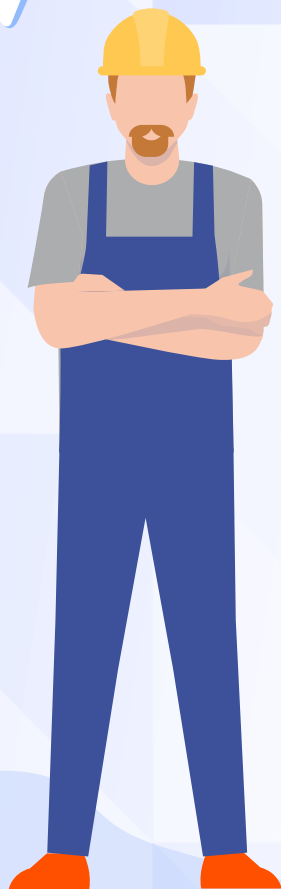
”

“

Thank you for choosing our business for your (lawn care) needs. If you know friends or family looking for a (landscaper), please feel free to share our name.

”

Survey Request



“

We're always looking for feedback and new clients we can help. Please take this five-question survey to let us know how we're doing. And share a name or two of others who also might need our services.

”

Invoice Request



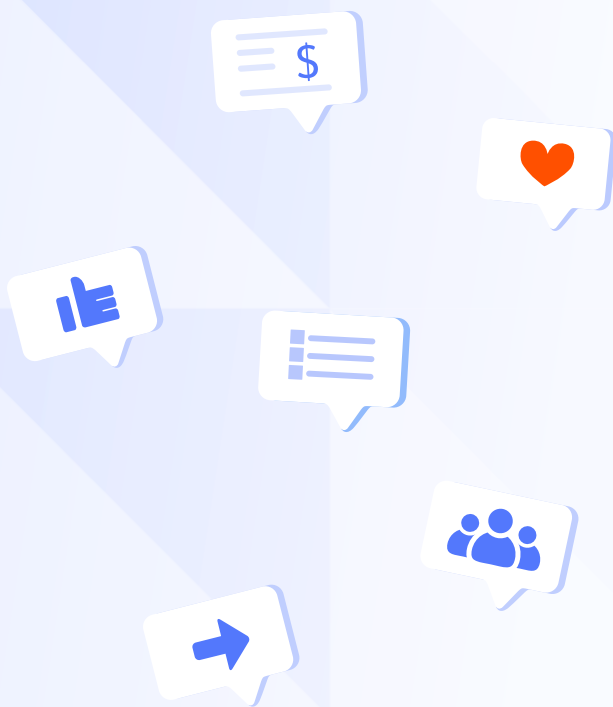
“

Thank you in advance for your prompt payment. And if you know anyone who needs a (plumber), please give them this link!

”

Tips on Asking for Referrals

Before you start sending referral requests to your entire customer list, it's worth it to do some legwork first.



1. Only ask happy customers

This may seem obvious, but the history of small business marketing is littered with companies who didn't understand who their fans were — or, more accurately, weren't.

Before sending messages, comb through your customer database to create a mailing list of only those customers who are satisfied with your services. And satisfied enough to refer you.

2. Personalize your message

These days, your customers expect personalization, just as you expect it when you work with other service providers. But are we saying you have to hand-send every text? No.

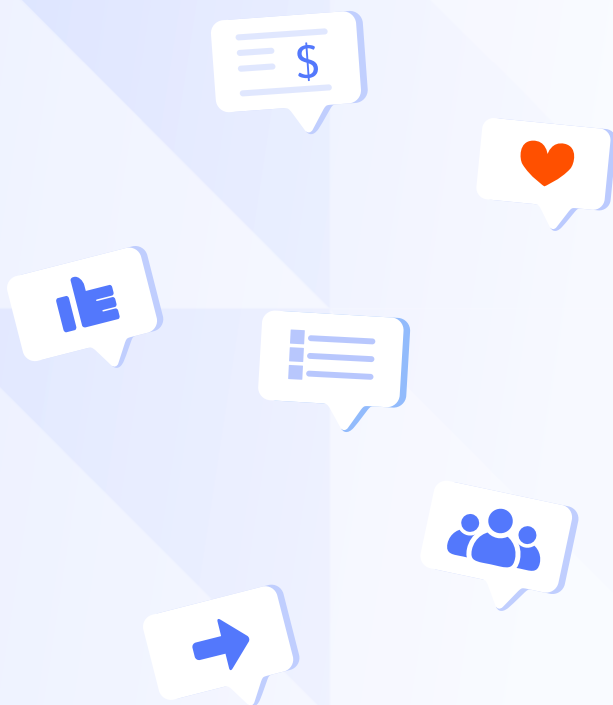
Text message automation allows you to build templates with empty fields. The system will fill them with your customers' names and specific details, such as the service they last purchased.

Better still, dig into your customer relationship management system for even more unique insights — such as customers' alma maters, pets' names, whether they have children or other details they may have shared with you.

All this information will come in handy when you send communications or promotions such as birthday wishes, service upgrades, seasonal specials or the like.

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3. Know when to send

A ready-made opportunity to ask for referrals is when a service ends. But there are other times that work, too. Consider asking for referrals:

- At a particular point during the service, such as when customers schedule appointments on your website
- When you send an invoice
- When existing customers repeat a service

If you communicate with your customer base frequently (which you should), you will find natural opportunities to ask for referrals. It's more awkward if you haven't been in communication at all, and then suddenly ask for a referral. So, communicate early and often!