**Sample Follow-up Letter Once a Referral Has Gotten In Touch**

Dear X –

So glad you got in touch!

I am such a big fan of Jennifer’s (INSERT NAME OF REFERRER) and always love the amazing women she knows.

I’m very much looking forward to connecting with you, learning more about your business, and seeing together how I can help you.

Let’s set up a time to speak – Here are some times I’m available next week.

INSERT

Let me know if one of these times works for you, and if not, send me some other possibilities.

Looking forward,

Joanna

**Sample Follow-up Letter if Referrer Has CC’d You on Introduction, But Referral Hasn’t Responded**

Hi X (Referrer), Hi Y (Referral) –

X – Thank you so much for making the introduction!

Y – It’s so nice to “meet” you!

I’d be more than happy to set a time to connect and hear about what’s going on in your business, what you’re really wanting to create for yourself, and what’s been standing in your way. From there, we can take a look at how I can help you create what you want, and what that might entail.

Just let me know some times you’re available, and we’ll get something on the calendar.

Looking forward, Joanna