**Sample Referral Invitation for an Open House/Teleclass**

**(\*Note: I’m using Referral Magnet as an example here because you have the context, but you would most likely create a free, shorter event.)**

Dear X –

How are you? ADD VERY BRIEF PERSONAL PIECE HERE (i.e. – I hope your family reunion was wonderful last week, etc.)

I'm sending this email to you because you know my work so well, but more importantly because you are exactly the type of woman whom I love to work with –smart, intuitive, soul-centered, and committed to taking your work to the next level.

I've been preparing something very special, a new workshop that I’m really excited about, and I sense you may know some women who would really receive a lot of value from it.

It’s called **INSERT NAME OF OPEN HOUSE HERE**, and it’s a INSERT FORMAT & WHAT THE OPEN HOUSE HELPS WITH HERE. (ex: It’s called **Become a Referral Magnet…in 30 Days or Less**, and it’s a 6-hour virtual training, coaching lab (with plenty of time for Q/A coaching time), and get-it-done-workday geared to helping entrepreneurs attract referrals into their business right away.)

INSERT TRIGGER ISSUES HERE: Become a Referral Magnet is for women entrepreneurs who have are having trouble generating leads & prospects in their business, or who are looking for more. It’s also for entrepreneurs who have been frustrated with the marketing strategies they’ve been using so far.

It’s going to be super-amazing & productive, and also a great, easy-breezy opportunity for a soul-centered entrepreneur to be introduced to Soulful Coaching and what might be possible for her & her business through working with me.

I’m keeping it as a free event, and opening it only to those I know and their friends.

I’d love to invite you as my guest, and for you to invite 2-3 friends or colleagues who you sense would really benefit from it.

If there’s anyone you know who could use some help upleveling their business and leveraging referrals immediately, please let them know about the workshop.

You have been so, so wonderful about sending me such amazing referrals in the past, and I want to thank you in advance for letting folks know about this event. I really hope you can make it too!

Here is all the information on the training and coaching day: [www.soulfulcoach.com/referralmagnet.php](http://www.soulfulcoach.com/referralmagnet.php) (NOTE: you do NOT need to set up a web-page for your open house – AT ALL. It can simply be an invite that your referrer sends, and you would include date & time info here).

Please RSVP to me by March 1st, 2014 so I can save your spot, and let me know the names and email addresses of your friends that are coming so I can reserve their spots as well.

If there’s anything I can do to help facilitate any connections, please let me know! I have found that the best way to let women know about this is to personally tell them about your experience with me and why you think they’d love this training. I’ve attached a short text about the training that you can pass along, with a personal note.

Again – so appreciate YOU.

Big hug, Joanna

**Sample Referral Invitation for an Enrollment Conversation/Intimate Meeting**

Dear X –

How are you? ADD VERY BRIEF PERSONAL PIECE HERE (i.e. – I hope your family reunion was wonderful last week, etc.)

I'm sending this email to you because you know my work so well, but more importantly because you are exactly the type of woman whom I love to work with –smart, intuitive, soul-centered, and committed to taking your work to the next level.

I have a couple of openings open right now in my private practice (in my mastermind, in my upcoming workshop, etc), and I am opening up a few slots for a private, complimentary Intuition Activation Call with me.

The Intuition Activation call is a powerful opportunity for women to get clear on exactly what they want in their business and life, to look honestly at what’s been standing in their way of achieving it, and then explore how I might be able to help them achieve what they want. It’s completely no-strings attached, and a great way to get to know me and my work…and how I can help!

INSERT TRIGGER ISSUES HERE: As you know, I’m best at helping women who are ready to create more income & freedom in their business, but are having trouble making traction or achieving the results they want.

I sense you may know some women who would really receive a lot of value from the experience, and I would be so appreciative if you let them know about the opportunity.

FYI: I have found that the best way to make a referral to me is to let your referral know about me and your experience with me, and then follow-up with an email to both & myself, introducing us.

Again – I so appreciate YOU, and thank you in advance!

Big hug, Joanna