



# CHRISLOCURTO.COM

FINDING THE LIFE AND BUSINESS YOU REALLY WANT

## Referral Template

Save a copy and edit it as needed.

### I. Instructions For Using This Template

1. Download and open this PDF Template on your computer.
2. Using a PDF Viewer, use the program's tools to highlight (select) and copy the text you want to use.
3. Open your email and compose a new message.
4. Paste the copied text into the body of the email and edit as preferred (especially choosing a specific coaches' name).
5. Add in a subject line (see samples below) as well as the names of the people you want to send it to. Make sure and add one of our coaches (Joel, Aaron, or Justin) as a CC to the email.

### II. Subject Lines

- "Want to Help Your Colleagues Succeed? Share Our Services"
- "Would You Mind Introducing Us to Your Network?"
- "Your Expertise Could Help Us Grow - Can You Refer Us?"
- "Do You Know Any Business Owners Who Could Benefit from Our Services?"
- "We'd Love to Connect with More Great Companies Like Yours - Can You Refer Us?"

### III. Email Copy

Dear [Name],

I hope this email finds you well. I wanted to introduce you to [Joel Fortner / Aaron West / Justin Lair], a leadership and business coach with Chris LoCurto's company. They have a wealth of experience helping leaders and business owners run their companies more effectively and lead their teams more efficiently.

I thought of you because you mentioned that you've been struggling with [specific issue]. I believe that [Joel Fortner / Aaron West / Justin Lair] and his team at The Poimen Group (Chris LoCurto) may be able to provide valuable assistance and support. I've included [Joel Fortner / Aaron West / Justin Lair] in this email so you can connect and discuss this further.

If you have any questions or would like more information, let me encourage you to check out [www.chrislocurto.com](http://www.chrislocurto.com) and see all the services they offer. Of course, if I can answer any questions, please don't hesitate to reach out to me. I'm happy to help in any way I can.

Best regards,

[Your Name]