



Beginner Agency Blueprint

Sneaky Referral Scripts

Quiet Referral Check-In Email

SUBJECT: Quick question, [Name]

Hello [Name],

I'm glad to see the [specific result] we achieved is still helping your team.

Because businesses similar to yours face the same challenge, I'm putting together a short "what worked" summary to share with a few owners who might benefit.

If someone in your circle could use the same lift, feel free to hit reply with their first name (or just "yes") and I'll send you the summary to pass along. No pressure...

Just looking to help other owners you trust.

Thanks again for choosing to work with me.

Best Regards,

Name

[Your Name]

[Your Contact Details]

Value-Add Resource Email

SUBJECT: New checklist you might find handy

Hello [Name],

I created a concise checklist outlining the exact steps we used to boost [key metric]. It's attached. Adapt as needed.

If any colleagues mention similar goals, simply forward the checklist. Should questions pop up, copy me and I'll clarify at no cost. My goal is to see more businesses thrive the way yours has.

Enjoy the resource, and thanks for spreading the word when it feels right.

Best Regards,

Name

[Your Name]

[Your Contact Details]

“Help Me Prioritize” Call Script

SUBJECT: Can you help me real quick?

“Hi [Name], got a minute?

I’m mapping out my calendar for next quarter and want to focus on projects where we can deliver wins like we did for you, fast and measurable.

Two quick favors, if you’re comfortable:

1. A one-sentence comment I can quote about our work together (I can draft it for you to tweak).
2. Any business owners you respect who might benefit from the same results. No hard sell, just an intro so I can see if there’s a fit.

Absolutely fine if nothing comes to mind. Your insight will help me keep improving.”

Best Regards,

Name

[Your Name]

[Your Contact Details]

Case Study Preview Email

SUBJECT: Can I feature your win? Preview inside...

Hello [Name],

I'm drafting a short case study on how we boosted your [metric] by [percentage] in [timeframe]. Before publishing, I'd like your thumbs-up on the draft.

If all looks good, could you suggest one or two peers who might benefit from reading it?

I'll send them the final version with your approval first.

Appreciate your help showcasing real-world success.

Best Regards,

Name

[Your Name]

[Your Contact Details]

Anniversary Success Email

SUBJECT: One-year milestone! Look what you achieved...

Hello [Name],

Happy project anniversary! Over the past 12 months, your [result] has grown by [stat]. That's worth celebrating.

If you know another owner aiming for similar progress this year, feel free to introduce us. I'll treat them to a complimentary strategy session—no strings attached.

Grateful to have been part of your journey.

Best Regards,
Name

[Your Name]

[Your Contact Details]

Client Satisfaction Survey with Referral Nudge

SUBJECT: 3-question survey (and a small thank-you)

Hello [Name],

To keep improving, I've put together a three-question survey that takes under two minutes. Your feedback shapes the next round of upgrades.

At the end, there's an optional field to name anyone who might want similar results. If you add a contact, I'll send you a small thank-you gift card as appreciation.

Survey link: [URL]

Thanks for helping me deliver even better service.

Best Regards,

Name

[Your Name]

[Your Contact Details]

Exclusive Beta Invite Email

SUBJECT: Early access to a new growth tool

Hello [Name],

I'm testing a beta tool that automates part of the process we used on your project. Because you helped prove the concept, I'm offering you first access.

If you find value, I'd appreciate any introductions to peers who might also benefit.

I can extend them the same early-bird advantages.

Shall I add you to the beta list?

Best Regards,

Name

[Your Name]

[Your Contact Details]

Industry Insight Invite Email

SUBJECT: Upcoming trends briefing. Here is your VIP seat

Hello [Name],

Next Thursday I'm hosting a private, no-pitch briefing on the marketing trends most likely to affect [industry] this year. It's a compact 20-minute session with Q&A.

Seats are limited, but I've reserved one for you. If you know another owner who would gain from the discussion, pass their name along and I'll extend an invite.

Let me know if I should save your spot.

Best Regards,

Name

[Your Name]

[Your Contact Details]

Community Roundtable Invitation

SUBJECT: Join our client roundtable (coffee on me)

Hello [Name],

I'm gathering a small group of clients for an informal virtual roundtable to swap growth ideas and challenges. It's a chance to learn what's working for peers in different niches.

If you enjoy it, feel free to bring along a fellow owner you trust. No sales agenda. Just practical conversation.

Interested in a seat? Reply "roundtable" and I'll send details.

Best Regards,

Name

[Your Name]

[Your Contact Details]

Project Handoff + Win Share Email

SUBJECT: Your project is wrapped. Here's a bonus...

Hello [Name],

With everything successfully delivered, I've included a one-page summary of the key wins and the exact steps that produced them.

Many clients share this internally to keep momentum strong.

If you think another business could benefit from the same blueprint, I'm happy to send them a tailored version.

Please just point me in the right direction...

Appreciate the opportunity to work together.

Best Regards,

Name

[Your Name]

[Your Contact Details]