

Referral-Based Direct Mail Template

[Your Company Letterhead or Logo]

[Date]

[Recipient's Name]

[Recipient's Address]

[City, State, ZIP Code]

Subject: Share the Love – Refer a Friend and Earn Rewards!

Dear [Recipient's Name],

We truly appreciate your support of [Your Company Name], and we're excited to invite you to participate in our **Referral Program!**

Do you know someone who could benefit from [briefly mention your product/service]? Refer them to us, and when they become a customer, you'll receive **[reward/incentive]** as a thank you.

How it works:

1. Share your unique referral link/code: **[Referral Code/Link]**
2. Your friend signs up or makes a purchase
3. You both get rewarded!

There's no limit to how many friends you can refer or rewards you can earn — it's our way of saying thanks for spreading the word.

If you have any questions, please don't hesitate to contact us at [phone/email]. We look forward to rewarding you for your support!

Warm regards,

[Your Full Name]

[Your Title]

[Your Company Name]

[Phone Number]

[Email Address]

[Company Website]