

How to Generate Referrals via Text

Texting can be a great way to connect with friends and family, it's also one of the most effective means of sharing referral links! We wanted to break down the best ways to refer us to your friends and family.

Step 1: Make a List

Think of 10 dog owners you know who could use one of our services. Break them down by what would be most relevant to them, like:

- **Dog Walking**
- **Training**
- **Daycare**
- **Cage-Free Boarding**

Step 2: Reach Out via Text

Send a personal message to each person, offering them a **free \$50 credit** and sharing why you love our services.

Here are a few examples to get you started:

Dog Walking Referral Text:

Hey [Friend's Name],

Just wanted to tell you about Dan's Pet Care—they've been amazing with [Pet's Name] for dog walks! [Pet's Name] gets a good workout and is so much calmer afterward. You can get \$50 off to try them out—super easy, no risk.

Check them out here: [Insert Link].

Definitely worth it if you need help with walks!

Training Referral Text:

Hey [Friend's Name],

So I've been using Dan's Pet Care for [Pet's Name]'s training, and it's been a game-changer.

[Pet's Name] is behaving so much better, and the trainer is super patient.

If you're thinking about training [Friend's Dog's Name], you can get \$50 off your first session—risk-free.

Here's the link: [Insert Link].

Let me know if you need more info, but it's definitely worth trying!

Daycare Referral Text:

Hey [Friend's Name],

I've been bringing [Pet's Name] to Dan's Pet Care daycare, and we love it!

[Pet's Name] comes home exhausted after a day of play, and it's such a relief knowing they're in good hands while I'm at work.

They're offering \$50 off your first day—check it out here: [Insert Link].

Honestly, it's been amazing for us!

Cage-Free Boarding Referral Text:

Hey [Friend's Name],

I used Dan's Pet Care for boarding the last time I traveled, and it was incredible. I couldn't believe the cage-free experience they offer.

[Pet's Name] loved it! They don't use cages, and their staff stays with the dogs the whole time.

If you ever need boarding for [Friend's Dog's Name], you can get \$50 off to try them out. You will get a tour of the whole facility when you do the temperament test.

No risk—just use this link: [Insert Link].

It made my trip so much easier knowing [Pet's Name] was happy and safe! Let me know what you think!

Step 3: Follow Up!

After a week or so, send a friendly follow-up text to see if they had a chance to check out Dan's Pet Care. It's a gentle reminder to help them take advantage of the \$50 credit.