

Referral & Review SOP

(Works best when sent as a voice note)

Message templates to request both referrals and reviews from active clients.

Referral Request Template

Hey NAME, just wanted to shoot you a text because we're looking to bring on a few more **BUSINESS/NICHE** partners this month and I figured you might know some people that could use our help **SEND**

No worries if not, but does anyone come to mind I can connect with? **SEND**

Also for context we do offer \$X for every referral you bring us so it's a win win win situation, and that doubles every time you bring us a referral ;) **SEND**

Review Request Template

Example Text Review

Hey **NAME** quick question **SEND**

Just wondering if you'd be open to leaving us a quick review on trust pilot based on your overall experience with support, communication, performance etc etc **SEND**

No worries if not, as you know with us being a small business online reputation is huge and it helps us more than you can imagine - and I'm happy to leave you a google review on how it's been working with you in return if you'd like

I won't send anything without your permission of course, so let me know! Thanks :) **SEND**

Once they give permission:

Amazing thank you so much!

Here's the link: **PUBLIC REVIEW PAGE**

Stretch for more:

Also I know this is a lot to ask, but we're also developing the content side of our business, where we'll be discussing growth strategies with other **NICHE** owners - could be a great opportunity for you to grow your brand too! Would you be open to a 10-20 min call for our YouTube channel by chance with **FOUNDER OF AGENCY?**

