

Referral template ideas

Email asking for a referral

Subject: Quick favor - help us help other businesses

Hi [Name],

I hope everything's going well! We really appreciate your business, and we hope you are happy with our services.

As a growing MSP, referrals from clients like you are essential to find new customers. If you know any business owners who are:

- Frustrated with their current IT setup or provider
- Dealing with aging IT infrastructure
- Thinking about moving to cloud solutions like Microsoft 365
- Just tired of worrying about technology instead of running their business

We would love to help them! We made a short email for you to forward, if you are comfortable doing it. We really appreciate your help!

Best regards,
[MSP]

Email to include for forwarding

Subject: IT partner recommendation

Hello [Name],

I am sharing a recommendation for a company that helps us with our IT.

We work with [MSP]. They handle everything from day-to-day support and security to bigger projects like infrastructure upgrades and cloud migrations. What I appreciate most is they're proactive - they catch problems before they impact us, and when we need help, they actually respond quickly.

They can be helpful for you.

Best regards,
[Name]