

Your Referrals Toolkit



EMAIL TEMPLATE

"I Did Something Special—You Can Too!"

Subject Line: I Did Something Special—You Can Too!

Hi [Name],

I recently had my life story turned into a beautiful memoir by The Silver Storybook Agency. It was honestly one of the easiest and most meaningful things I've done.

It involved a friendly chat (tea and all), and now my story's printed and ready for the grandkids. I thought you might love it too. I can refer you—it's super easy—and you'll get all the details. Plus, I'll get a small thank you gift too (don't worry, I'll share if it's chocolate 😊).

Let me know if you're curious, or just check out the website: 📄 www.silverstorybook.com

Cheers,
[Your Name]

A LITTLE HELP FOR
SPREADING THE WORD
(WITHOUT LIFTING
MORE THAN A
TEACUP)

You're now part of our
not-so-secret seniors
club—where memories
matter, friends
benefit, and rewards
come with a smile (and
maybe a bikkie).
We've made sharing as
easy as a chat over the
back fence.



PHONE CALL SCRIPT

Remember: Casual and heartfelt—it's just a chat, not a pitch.

"Hey [Name], remember that memory book I was telling you about?"

The Silver Storybook Agency helped me create it—it was such a joy! Just a cuppa and a chat, and they turned my memories into something special.

I joined their referrals club now (yes, I'm basically a VIP). If you're even a little curious, I can point you in the right direction and they'll handle the rest—plus, I get a little reward too, which I promise to spend wisely (on tea and biscuits, probably)."

EXAMPLES



TEXT MESSAGE TEMPLATE

"I've turned my story into a book!"

Remember: Short & sweet

Hey [Name]! I just finished turning my life story into a book with The Silver Storybook Agency—can you believe it?! It was SO easy.

Thought of you—you'd love it. I can refer you if you want to check it out. There's even a little thank-you gift in it for me 😊

Refer to www.silverstorybook.com

Let me know if you want more info! 📄💕



WHY YOU'LL LOVE REFERRING

Because:

- It's simple and satisfying
- Your friends will thank you
- You'll earn lovely little rewards
- And let's be honest... it feels good to share something that matters



STICK THIS ON YOUR FRIDGE OR
KEEP IT IN YOUR BAG



(07) 3040 6286



www.silverstorybook.com



contact@silverstorybook.com



www.silverstorybook.com

scan me