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 checkout the website: www.silverstorybook.com

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)."

Cheers, [Your Name]



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.

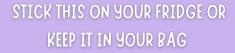
Thought of you—you'd love it. I can refer you if you want to check it out. There's even a little thank-you gift in it for me 😌

Refer to www.silverstorybook.com
Let me know if you want more info! ==

T WHY YOU'LL LOVE REFERRING

Recause:

- 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



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