

Referral Activation Email Template

*Use the email below to let past customers know about
your referral thank-you program.*

Subject: Quick thank-you + referral offer

Hi {{First Name}},

I hope you're doing well. I just wanted to say thank you again for choosing us for your cleaning.

We recently started a simple referral thank-you program, and I wanted to personally let you know about it.

If you refer a friend, neighbor, or family member who books a cleaning with us, we'll send you \$50 as a thank-you once their job is complete.

There's nothing to sign up for. They just need to mention your name when they contact us.

If someone comes to mind, feel free to pass along our information—or reply to this email and I'll take care of the rest.

Thanks again for your support. We truly appreciate it.

Best,

{{Your Name}}

{{Business Name}}

{{Phone Number}}

Referral Activation Facebook Post Template

Use one of these Facebook posts below to let past customers know about your referral thank-you program.

Option 1 – Friendly & Direct

We recently started a simple referral thank-you program for our cleaning customers.

If you refer a friend, neighbor, or family member who books a cleaning with us, we'll send you \$50 as a thank-you once their job is complete.

There's nothing to sign up for – they just need to mention your name when they reach out.

As always, thank you for supporting our small business!

Option 2 – Softer, More Conversational

Quick note for our amazing customers:

If you ever refer someone who books a cleaning with us, we'll send you \$50 as a thank-you once the job is complete.

No forms, no sign-ups – just have them mention your name.

We really appreciate all the word-of-mouth support!

PRO TIP

Customize one of the referral flyers to your needs. Take a screenshot of it with your phone. Post it on the social media of your choice. This works exceptionally well on Facebook

Referral Activation Text Message Template

Use the text message below to let past customers know about your referral thank-you program.

Primary Version

Hi {{First Name}} — just a quick note to say thank you again for choosing us.

If you ever refer someone who books a cleaning with us, we'll send you \$50 as a thank-you once their job is complete.

They just need to mention your name.

Ultra-Short Version

Hi {{First Name}}! If you ever refer someone who books a cleaning with us, we'll send you \$50 once the job is complete. They just need to mention your name. Thanks!