

Sample email to people who know you, to ask for their referrals.

Dear -----,

I hope this note finds you well. [insert friendly customized opening]

I am reaching out for two reasons:

1. **To let you know** — that I left the [previous job] and I'm on a new journey. I'm now doing [insert new path]. I have [insert brief info on relevant background for this role] which has primed me for this new path. I'm loving how it feels to follow this calling.
2. **To ask for your help** — Do you know anyone that might need my services? Specifically, I'm helping people who:
 - o [insert maybe 3 bullet point phrases about your ideal audience and the challenges they might be having that you can help with]

I'd love to give them a free coaching session. To be clear, it's not a call that serves as a sales pitch. I offer a two-hour session because it creates a powerful coaching experience that can really help someone, even if in a small way. It's then totally up to the recipient if they feel like they got what they needed or if they want to consider more coaching. For the next 3 months, I'm offering introductory discounts as I grow my practice.

If someone comes to mind, please feel free to forward this email to them with a quick intro. [insert email and phone number]

I would love to hear your responses to this, and I welcome any and all questions too.

Thank you for taking a moment to read this and see who comes to mind.

If I can help you in some way, please let me know as I would enjoy helping you out too.

With much appreciation,

[email signature]

[insert LinkedIn URL or other online profile]