**Sample Referral Email**

From Mutual Connection

**Subject line:** Introduction from <mutual connection name>

**Body:**

Hi <First Name>,

Our mutual connection <First & Last Name> suggested I reach out to you about RediNest.

RediNest is <My Financial Firm’s> new financial planning web application that lets you quickly discover how your retirement readiness compares to other Canadians with similar goals. It’s easy to use, free and a great way to preview the work I do.

Once you have your Potential Retirement Income I would be happy to meet with you to help formulate a plan for your financial priorities. If not, that’s OK too.

Click here [insert your unique link] to launch RediNest.

<Your Name>