**Referral Letter #2: Certificate for discount to client and 1 certificate for free consultation and discount to referral.**

[YOUR LETTERHEAD]

Dear [Client’s name]:

I’m writing to thank you for choosing me as your attorney. I feel privileged to have had the opportunity to represent you and appreciate the confidence you have placed in me. I want to offer you a special gift to show you my gratitude for your business.

**A Legal Services Discount Certificate for You**

Enclosed is a Certificate that you can use to obtain a $\_\_\_\_ discount on my services. You can use it for a current balance or a new matter. To use it for a current balance, simply send it to us with your next invoice. To use it for a new matter, please call my assistant at [phone number] to set up an appointment. You can use the Certificate any time from now until it expires on [Date] for any matter that my firm handles.

**An Additional Discount Certificate for Anyone You Choose**

I would also like to request your help. I’m willing to bet that you know someone who could benefit from my services. Therefore, I have enclosed an additional Certificate for you to give to a friend, family member, or business associate of your choice. The Certificate entitles this person to a \_\_\_\_ minute consultation absolutely free and with no obligation. If your friend or associate decides to hire me, the Certificate further entitles him or her to a discount of $\_\_\_ on my services.

To schedule an appointment, your friend or associate can call my assistant at [phone number]. Be sure he or she knows that the appointment must be scheduled before the Certificate expires on [Date].

**A Final Thank You**

One of the most effective ways I know to build my practice is by obtaining referrals from good clients like you. By giving away the Certificate, you will be helping me (as well as your friend), and I want you to know how much I appreciate it. I expect your friend or associate will too.

Best wishes,

P.S. Before you give away the Certificate, please write your name in the blank, so I will know whom to thank for the referral.

P.P.S. Don’t forget to encourage your friend or associate to schedule an appointment before the Certificate expires.

[Side 1]

**Legal Services Certificate**

**For my valued clients**

**[Attorney]**

**[Address]**

**[Phone, email]**

This coupon entitles you to a **FREE \_\_-MINUTE CONSULTATION** with me on a new matter and a **$\_\_\_** **DISCOUNT ON MY LEGAL SERVICES,** which can be applied to a new matter or your current bill.

The next time you have a legal question or need the help of an attorney, please call me.

I appreciate the trust you have shown in me in the past, and I look forward to another opportunity to earn your trust in the future.

***Expires: [date]***

[Side 2]

To get your **FREE CONSULTATION** (a [$$] value) and your **$\_\_\_\_ DISCOUNT ON LEGAL SERVICES**, just call my office (###-###-####). My assistant, \_\_\_\_\_\_, will help you schedule an appointment. Bring sure to tell \_\_\_\_\_ that you have a Legal Services Coupon and bring the coupon with you when you come.

To apply this **Certificate** to your current bill, simply send it in with your next invoice.

***Expires: [date]***

[Side 1]

**Referral Discount Certificate**

**[Attorney]**

**[Address]**

**[Phone, email]**

Congratulations! You have been referred to me by one of my valued clients.

This card entitles you to a **FREE \_\_-MINUTE CONSULTATION** with me. During this meeting, we can discuss any legal matter that is troubling you. I will explain your options and answer your questions. This free consultation is a [$$$] value.

In addition, if you decide to enlist my help, this card entitles you to a **$\_\_\_** **DISCOUNT ON MY LEGAL SERVICES**.

I can help you with these legal matters:

-- [Describe practice areas]

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***Expires: [date]***

[Side 2]

To get your **FREE \_\_-MINUTE CONSULTATION** (a [$$$] dollar value) and your **$\_\_\_\_ DISCOUNT ON LEGAL SERVICES**, just call my office (###-###-####) and tell my assistant, \_\_\_\_\_, who referred you. My assistant will help you schedule a time to meet with me. Be sure to bring this card with you to the consultation.

Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Referred by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Expires: [date]***