**Referral Letter #4: discount to client and referral card for free consultation and discount to referral and Letter of Introduction.**

[YOUR LETTER HEAD]

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 $\_\_\_\_\_ discount on my services.

**Your Discount on My Services**

You can apply the discount toward a current balance or use it for a new matter. To apply it toward a current balance, simply send a copy of this letter to us with your next invoice. To use it for a new matter, call my assistant at [phone number] to set up an appointment. Bring this letter with you when you come. You can use this gift any time from now until [Date] for any matter that my firm handles.

**An Additional Discount 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 would also like to offer a free \_\_\_ minute consultation ( a $$$ value) to a friend or associate of your choice. If your friend or associate decides to hire me, I will give him or her a $\_\_\_\_ discount on my services.

To provide someone with this gift, write the name and address of the individual on the Referral Card included with this letter. Then mail or fax it back to me. I will send you a “Letter of Introduction” that you can give to your associate. The letter will explain how to contact me to set up an appointment. When your associate comes in to see me, he or she simply presents the letter to get the free consultation and discount.

**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 filling out the Referral Card, you will be helping me as well as your associate. I want to thank you in advance for taking the time to return the Referral Card. I’m sure you associate will also be grateful for this gift.

Best wishes,

[Signature]

P.S. Be sure to take advantage of my gift to you of a free consultation and $\_\_\_\_ discount on my services before it expires on [date].

P.P.S. Be sure to return the Referral Card with the name of an associate before it expires on [date].

**Referral Card**

To my valued client:

Please write the name and address of an associate to whom you would like to give a **free \_\_\_ consultation (a $$$ value)** and a **$\_\_\_\_ discount** on my services should he or she decide to hire me. Add your name so I’ll know whom to thank for the referral. Then mail or fax the card to me **on or before [date]** at:

[Firm name

Address

Fax number]

I will then send you a Letter of Introduction to give to your associate that he or she can use to claim the gift.

Thank you,

[Signature]

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

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Relationship to you: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[E.g., Colleague, Associate, Friend, Family Member]

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

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[Your Letterhead]

To: [Your name]

From: [Current Client’s Name]

Re: Letter of Introduction

Dear [Your name],

Please allow me to introduce [name], [relationship to client]. [He/She] would like to accept your offer of a **free \_\_\_ minute consultation** and an additional **$\_\_\_\_\_ discount** should [he/she] decide to hire you.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To get your **FREE \_\_-MINUTE CONSULTATION** (a [$$$] dollar value) and your **$\_\_\_\_ DISCOUNT** if you decide to hire me, 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 Letter of Introduction with you to the consultation.

I can help you with these legal matters:

-- [Describe practice areas]

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***Expires: [date]***