



Friends Helping Friends Program Explanation

This is a complete referral system for your client base – a no-brainer way to get the referrals coming in. With this program, you offer a free pair of movie tickets for every prospective client that is referred to you. The referrer will also receive a chance at a quarterly grand prize drawing of your choosing.

This program is quite easy to implement. You mail a letter to your clients explaining that for every prospective client they refer to you to attend one of your educational workshops, they will receive a pair of movie tickets and be entered into a quarterly drawing to win a prize of your choosing.

Details of the program and explanations of the files:

1. Mail the introduction letter and brochure to your clients introducing them to the program.
 - Microsoft Word document template “FHF Intro Letter.” Print this on your company letterhead and mail it with the Friends Helping Friends Brochure.
 - Create “FHF Brochure.” This is a full-color brochure that will need to be printed by your local printer. They will also be able to customize the back page with your company contact information. You may also want to change some of the bullet points, etc. to further customize it to your specific practice and programs you have.
2. “FHF Logo.” You will want to make sure to brand this program and insert the logo on everything you mail to your clients, including letters, newsletters, emails, etc.
3. When your clients call with a referral:
 - Mail the Word document template “FHF Letter to Referral” to the people that your client is referring you to. This letter introduces yourself as well as invites them to your upcoming educational workshop. Recommendation: Send a copy of this letter to the client that referred them as well.
 - Mail the Word document template “FHF Movie Ticket Letter” along with a pair of movie tickets to the clients that referred someone to you. (This letter thanks them for inviting someone to the workshop and will need to be modified if referral comes in for an appointment without attending a workshop.)
Tip: Check you local movie theaters to see if they have discounts for purchasing a large quantity of movie tickets.

That’s all there is to this program – a simple, low-cost way to get referrals coming into your office.