

[Your Name]
[Your Company Name]
[Your Job Title]
[Your Email Address]
[Your Phone Number]

[Date]

[Recipient Name]
[Recipient Company Name]
[Recipient Job Title]
[Recipient Address]

Subject: Partnership Opportunity: Mutual Client Referrals between [Your Company] and [Recipient Company]

Dear [Recipient Name],

I have been following [Recipient Company Name] for some time and have been impressed by your work in [Recipient's Industry/Niche]. Given that we both serve clients in the [Industry Name] sector, I believe there is a significant opportunity for a mutually beneficial referral partnership.

At [Your Company Name], we specialize in [Your Service/Product]. Often, our clients express a need for [Recipient's Service/Product] to help them achieve their goals. Because we do not offer those services internally, we are looking for a trusted partner to whom we can confidently refer our clients.

I believe our services are highly complementary. A partnership would allow us to:

- Provide a more comprehensive solution to our respective clients.
- Generate a steady stream of qualified leads for both businesses.
- Build greater trust by recommending vetted experts.

I would love to hop on a brief 15-minute call next week to discuss how we might structure a formal or informal referral arrangement. Are you available on [Day] at [Time]?

I look forward to the possibility of working together.

Best regards,

[Your Signature]