

Subject: Partnership Opportunity: Mutual Lead Generation

Dear [Recipient Name],

I am writing to you from [Your Company Name]. We have been following [Recipient Company Name] and admire your work in the [Recipient Industry] sector.

I am reaching out to propose a mutual lead generation partnership. Since our businesses serve similar audiences but offer non-competing services, I believe there is a significant opportunity to share high-quality referrals that benefit both our organizations.

Specifically, I am suggesting we:

- Cross-promote services to our respective email lists or client bases.
- Implement a formal referral program with agreed-upon incentives.
- Collaborate on joint content or webinars to attract new prospects.

I would love to schedule a brief 15-minute call next week to discuss how we can help each other grow. Are you available on [Day] at [Time]?

Best regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Website]