

[Date]

[Policyholder Name]

[Address]

[City, State, Zip Code]

Subject: Share the Protection: Our New Client Referral Program

Dear [Policyholder Name],

Thank you for choosing [Insurance Company Name] to protect what matters most. We value the trust you have placed in us to secure your family's future.

We are excited to introduce our new **Policyholder Referral Program**. We believe that the best way to help others find peace of mind is through the recommendations of our valued clients like you.

How the Program Works:

- Refer a friend, family member, or colleague who could benefit from life insurance coverage.
- Have them contact us at [Phone Number] or [Email Address] and mention your name.
- Once they complete a consultation or purchase a policy, you will receive [Reward/Gift Card Amount/Benefit].

There is no limit to the number of referrals you can make. It is our way of saying thank you for helping us grow and for helping your loved ones get the protection they need.

If you have someone in mind, simply reply to this email or visit [Website Link] to submit their contact information.

Thank you for your continued loyalty.

Best regards,

[Agent Name/Signature]

[Title]

[Insurance Company Name]

[Phone Number]