

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Introducing Our New Client Referral Program

Dear [Client Name],

I hope you are enjoying the peace of mind that comes with your current health insurance coverage. It has been a pleasure serving as your insurance agent.

I am writing to announce the launch of our new **Referral Rewards Program**. My business is built on the trust of clients like you, and I would be honored to help your friends, family, or colleagues find the right health insurance solutions.

As a token of my appreciation, for every person you refer who completes a consultation with me, you will receive:

- [Insert Reward, e.g., A \$25 Gift Card]
- [Optional: Entry into a grand prize drawing]
- The satisfaction of knowing your loved ones are well-protected

There is no limit to the number of rewards you can earn. Simply have your referral mention your name when they contact me, or you can provide their contact information directly by replying to this email.

Thank you for your continued loyalty and for helping me grow my business by sharing your positive experience with others.

Best regards,

[Your Name]

[Your Title]

[Company Name]

[Phone Number]

[Email Address/Website]