Referral Email Sequence Template

Email 1: Introduction & Invitation

Subject: 🎉 Invite Friends & Earn [Reward] – Here's How!

Hi [First Name],

We have some exciting news! You can now **earn [reward]** by simply referring your friends to [Brand Name]. It's easy – just share your unique referral link and get rewarded when they sign up.

👉 **Your referral link:** [Insert Unique Link]

Here's how it works:
✅ Invite your friends with your link
✅ They join [Brand Name]
✅ You earn [reward] when they sign up

[CTA: Start Referring & Earning]

Thank you for being a valued part of [Brand Name]!

[Your Name]
 [Brand Name] Team

Email 2: Reminder & Benefits

Subject: 💰 Don't Miss Out – Earn Rewards with Friends!

Hi [First Name],

Just a quick reminder: **you can earn [reward] by sharing your referral link!**

📢 **Why refer?**
✔️ It's **free** and easy
✔️ Your friends will love [Brand Name] too
✔️ You get **[reward] for each friend who signs up**

Here's your referral link again: [Insert Unique Link]

[CTA: Invite Friends & Earn Rewards]

Let's grow our community together!

[Your Name]
 [Brand Name] Team

Email 3: Social Proof & Testimonials

Subject: See What Others Are Saying! ⭐

Hi [First Name],

People love our referral program! Here's what some of our happy members are saying:

🗣 **"I invited three friends, and I've already earned [reward]! So easy!"** – [Customer Name]

🗣 **"[Brand Name] is amazing, and sharing it with my friends was a no-brainer. Love the rewards!"** – [Customer Name]

Don't miss your chance to **earn [reward]** too. Start sharing today!

👉 **Your referral link:** [Insert Unique Link]

[CTA: Invite Friends Now]

See you at the top! 🚀

[Your Name]
 [Brand Name] Team

Email 4: Urgency & Exclusive Bonus

Subject: 🚀 Hurry! Limited-Time Bonus Ends Soon

Hi [First Name],

We're offering an **EXCLUSIVE BONUS** for a limited time! 🎉

Refer [X] friends before [date] and get [extra reward]!

Your referral link: **[Insert Unique Link]**

🚨 **Time is running out – this offer expires in [X] days!** 🚨

[CTA: Share & Earn Extra Rewards]

Don't miss this chance to **double your rewards**!

[Your Name]
 [Brand Name] Team

Email 5: Last Call & Thank You

Subject: ⏳ Last Chance! Your Reward is Waiting

Hi [First Name],

This is your **FINAL reminder** – your chance to **earn extra rewards** ends soon!

If you haven't referred your friends yet, now's the time! Send them your unique link:

👉 **[Insert Unique Link]**

🔹 **Reminder of the perks:**
✔️ Earn [reward] for every referral
✔️ Help your friends discover [Brand Name]
✔️ Bonus ends in **[X] hours!**

[CTA: Make Your Last Referrals Now]

Thank you for being part of our community! We appreciate you. 💙

[Your Name]
 [Brand Name] Team

How to Use This Email Sequence

1. **Set up an automation workflow** in your email marketing platform.
2. **Use merge tags** for personalization (e.g., [First Name], [Insert Unique Link]).
3. **Schedule the emails**:
   - Email 1: Immediately after sign-up
   - Email 2: 2 days later
   - Email 3: 5 days later
   - Email 4: 7 days later (with urgency)
   - Email 5: 10 days later (final reminder)
4. **Test & optimize for better conversions.**

This sequence is **universal** and works with **GetResponse, ActiveCampaign, MailerLite, Omnisend, and others.** 🚀