# Physical Product

Hi [first name],

I hope you’re enjoying [purchased product name]!

Most people use it alongside [complementary product name w/ link] to make it even better / a killer combo!

I went ahead and made a special coupon for you, enter [coupon name] at checkout and save [coupon amount]!

**Click here to checkout [complementary product name]**

Enjoy!

[signature block]

## Example

Hi Nathan,

I hope you’re enjoying the sleep mask you purchased from us and have been sleeping blissfully since!

Most people use it alongside the [Marpac white noise machine](https://www.amazon.com/Marpac-Dohm-DS-All-Natural-Machine-Actual/dp/B00HD0ELFK/) for an even sounder night’s sleep.

I went ahead and made a special coupon for you, enter **NATHAN** at checkout and **save 20%**.

[**Click here to checkout the Marpac White Noise Machine**](https://www.amazon.com/Marpac-Dohm-DS-All-Natural-Machine-Actual/dp/B00HD0ELFK/)

Enjoy!

Amazon

# Service

Hi [first name],

Working on [whatever you worked on] with you was a great experience and I hope you’re enjoying the results.

Typically, the next action people take after [whatever you worked on] is [next action] because [reason why].

I’m standing by to make it happen, just let me know!

Talk soon,

[signature block]

## Example

Hi Jack,

Working on your website with you was a great experience and I hope you’re enjoying the results.

Typically, the next best thing to do is ensure your business is properly listed in all of the online directories because it’s one of the fastest and easiest ways to boost its ranking in the search results.

I’m standing by to make it happen, just let me know!

Talk soon,

Nathan

# Referral

Please check out this article as it makes some great points and explains the strategy behind asking for referrals: <http://blog.hubspot.com/sales/best-way-to-ask-for-referrals-free-email-template>