

“Help a Friend” Referral Generating System

Introduction Letter

by Talbot Stevens

Following is a draft of a letter introducing the concept linked to the giveaway of a book.

Dear <VALUED CLIENT/PROSPECT>,

As part of my ongoing effort to share valuable ideas with the community, I am pleased to introduce a simple way for you to “Help a Friend” and show them how easy it is to take control of their finances.

“If you knew of a way that a friend could benefit significantly, and you didn't tell them about it, how do you think they would feel about that?”

The enclosed “Help a Friend” Gift Certificate can be given to any friend, relative, or colleague who you think would appreciate a no-obligation, **FREE copy of Talbot Stevens’ bestselling book or booklet.** Written in the same entertaining storyline approach as *The Wealthy Barber*, this book details over 150 simple ways to personally benefit *without* lowering your standard of living.

As Talbot says, “Don’t be selfish. Don’t keep this information to yourself. **Helping a friend learn how to achieve their own financial independence might be the most valuable thing you could ever do for them.**”

You may also be interested in supporting Talbot’s petition to make basic financial education a mandatory part of the school system, so that future generations can automatically benefit.

If you have a minute sometime, I would appreciate your feedback on these ideas.

Sincerely,

<Your name>

P.S. In the spirit of “Helping a Friend”, if you know of one or more than one friend who would appreciate a gift certificate and would like *Financial Freedom Without Sacrifice* or Talbot’s Summary of Dispelling the Myths of Borrowing to Invest, give me a call at <PHONE>.