

Subject: Introducing Our New Tiered Rewards Referral Program!

Dear [Customer Name],

We are excited to announce the launch of our new Tiered Customer Referral Program. We value your loyalty and want to reward you for sharing your experience with your friends and colleagues.

The more people you refer, the greater the rewards you unlock. Here is how it works:

- **Tier 1: [Number] Referrals** - Receive a [Reward, e.g., \$10 Credit / Gift Card].
- **Tier 2: [Number] Referrals** - Receive a [Reward, e.g., 20% Discount / \$50 Credit].
- **Tier 3: [Number] Referrals** - Receive our VIP Reward: [Reward, e.g., A Free Month of Service / High-Value Gift].

How to get started:

1. Share your unique referral link: [Referral Link]
2. When your friend signs up using your link, you earn a credit toward your next tier.
3. Track your progress in your account dashboard at [Link].

There is no limit to how many rewards you can earn. Start sharing today and thank you for being a valued member of our community!

Best regards,

[Your Name/Company Name]

[Website URL]

[Contact Information]