

# Outline for Introduction e-mail for general networking contacts

**TITLE OF E-MAIL:**

Dan Smith - Introduction of Alex Davis and Phil Tripper

**TIP:**

Include your name (e.g. Dan Smith) in the title, it's a way to market yourself.

**BODY OF E-MAIL:**

Dear Alex/Phil,

I am introducing you for purpose of mutual business development due to your common work with family businesses (Alex - family transition/Phil - family financial advisor)

Alex works with families across the U.S., as does Phil, so perhaps there are is an opportunity work together.

I'll leave you to connect with one another.  
(Alex: alex@internet.com, Phil: Phil@internet.com)

Best regards,

Dan

Dan Smith  
4500 CFO Street  
Anytown, DE 44444  
612-000-0000  
[smith.dan@provider.com](mailto:smith.dan@provider.com)  
[www.linkedin/in/dansmith](http://www.linkedin/in/dansmith)

**TIP: Keep it short & focused**

What is the mutual benefit of the introduction

Example of connection that you see possible

What is the next step

Always include your contact information

**OTHER NOTES:**

- 1) If there are other connection points like same college, etc. - mention it in the middle paragraph
- 2) Make sure there is a mutual benefit for both parties when making an introduction. If you are uncertain, just reach out to one of them and ask if they see value in the introduction. This is especially true when you are introducing a salesperson who is looking for opportunities, make sure the person on the other side is interesting in their product/service.
- 3) Keep track of the introductions you have made.
- 4) Check back with people after 30+ days to see if they connected, etc. - Gives you another reason to connect with them.