

Creating a Great Introduction Email

A powerful way to give a referral is by sending an introduction email. In networking, we have all experienced the challenge of connecting people, whether as strategic partners or service providers. An introduction email is a great way to avoid the “who calls who” dilemma and immediately put two or more parties in contact with each other.

A strong introduction email includes:

- Introduce each party individually
- Share positive details about each person’s business and experience
- Explain why you are connecting them
- Encourage them to engage with each other
- If you know one of the parties prefers a phone call, then include a phone number

The email can be casual or formal, depending on your relationship with the people you are connecting. Also, remember to copy all parties on the email. Here is a sample of an email introduction (using fictitious characters):

Good Morning John and Adam,

John, I am pleased to introduce you to Adam Bentley who owns a thriving barber shop in mid-Pinellas County. Adam is a Master Barber with over 15 years of experience and has operated Clean Cuts for the past 5 years. He and his team are dedicated to excellent service and specialize in cutting men’s hair and also beard maintenance. His shop is a great place for your crew to go and keep their professional look.

Adam, John Preiter is the President of *Moving with Class*, a moving company that services Pinellas and surrounding counties. His headquarters are in Pinellas Park and he has a staff of 16 movers that work in the immediate area. While John is perfectly okay with short or long hair and also beards, he does ask his crew to keep their hair looking sharp. Everyone in his company wears clean, pressed uniforms every day and he believes that proper grooming is part of looking professional. He is looking to build a relationship with a barber shop where his team can go for regular cuts and trims.

I am confident that this will be mutually beneficial business relationship and hope you will connect soon.

<Signature line>

The next time you want to connect people, try using an introduction email. No more hoping person A will call person B. Writing the email takes a few minutes, but once you get the hang of it, you will find that you can write them quickly and confidently. Try one this week!

Special thanks to KMA Member, [Jennifer Saner of Proficient Air](#) for her contributions to this resource.