

Email introduction (From JR Hinds)

Here is a sample of what I used when I asked a contact of mine, Casey, to introduce me to someone named Jim. I had Casey send the email from his account and send it to both Jim and me. When I received the email, I replied all and moved Casey to BCC, thanking him for the introduction and then letting Jim know that I was happy to be a resource for him if he needed my help.

Jim & JR,

I want to introduce the two of you. Jim was just mentioned in the Portland Business Journal in a story about young entrepreneurs. He has a small technology start-up in Beaverton. JR is an Employee Benefits Broker. He specializes in helping start-ups. I don't know if Jim has health insurance for his employees, but for future reference, JR can be a good resource. I hope this is a mutually-beneficial introduction.

Casey

Bryan Victor:

Notice how the introduction praises both parties and gives each person interesting information to follow up on. It is not overly intrusive. It doesn't make any assumption of the other party needing JR's services. It simply mentions that JR is a good resource.