

GUIDELINES TO ASKING OR MAKING AN INTRODUCTION



MAKING AN INTRODUCTION

DO'S:

1. Ask the person on the receiving end of the introduction if they are ok with you introducing someone to them.
2. Give them an idea why you are making the connection and what is expected of them.
3. Remember to ask them if there is anything you can do for them.
4. Be mindful of the way you want to introduce these individuals. Because of the information that should be included, we almost always suggest an email or LinkedIn message. It is up to you to know what the recipient prefers.
5. Always include the emails and LinkedIn URL's of each party in the introduction.
6. The friend being introduced should write 2-3 sentences describing himself or herself. This way there is no miscommunication or an inaccurate description of your friend.
7. If it was your idea to connect two people, be sure to include a couple sentences about the person who is receiving the introduction request.

DON'TS:

1. Give a cold introduction. The coldest introduction you can make is to give a friend someone's email or phone number and tell them to call the contact and let them know that they got their number from you. It does not matter how busy you are, do not ever do this!

ASKING FOR AN INTRODUCTION

DO'S:

1. Create a similar introduction for yourself that you will send to your friend/s when you are asking for an introduction or being introduced to someone.
2. Include your contact information. Email, Mobile and LinkedIn URL
3. Do not write your life history. Say just enough so this person can be convinced it is worth their time to meet you.
4. As simply as possible, tell them why you would like to speak with them. Do not ask for too much in this first encounter. Remember relationship building is a process.

Nuances:

If the introduction is the result of a conversation with a friend who suggests you should meet someone, follow the same guidelines we shared earlier on how you should introduce someone.

ASKING A FRIEND FOR AN INTRODUCTION

DON'TS:

1. Don't meet with a friend and ask who can they can introduce you to.
Instead, make a list of their connections who you think would be most valuable to meet. Have a reason why each one would be valuable. When you sit down with that friend, have the top 2-4 connections and ask them if they would consider introducing you to any of these individuals. You should suggest they select someone who they have the best relationship with. Tell them you trust their judgment.

ASKING A FRIEND FOR AN INTRODUCTION

DO'S:

1. Do your homework. Know who your best connection is to make this introduction and then find someone whom you think would make the strongest introduction. Remember, connecting people creates value for others. If you can find value for the person you are asking for an introduction to, make sure you share this point with them.
2. You may send a brief email asking to have a conversation about an introduction to one of their contacts, or you can just pick up the phone and call. We recommend calling because speaking with someone allows you to feel them out in real-time and you can learn how strong the relationship really is between your friend and the person you want to meet.
3. Send your 2-3 sentence introduction to the asker before they make the request. Again, invite your friend to modify the intro to fit their relationship with this person and be sure your introduction includes your email, mobile and LinkedIn URL.
4. After the email introduction, the "requestor" should respond in a timely fashion but not too quickly. Wait a minimum of 30 minutes, but for sure respond within 1 business day of the intro being made. Include the friend who introduced you on your first response so they know you have been successfully connected. Do not include them on all the other correspondence setting up your call or meeting.
5. Always thank your contact for the introduction.
6. Thank the person who you were introduced to and offer assistance to them or someone within their network they may care about. Always let the friend who introduced you know how the conversation turned out.

To Sum up the Asking for an introduction:

- Be professional & prepared.
- Be clear about what you want.
- Be appreciative & follow-up.

PREPARE YOUR INTRODUCTION

BRIEF STATEMENT ABOUT YOURSELF OR YOUR FRIEND:

THE ASK OR WHY YOU/THEY WANT THIS INTRODUCTION:

LINKEDIN URL: _____

EMAIL: _____

MOBILE NUMBER IF DESIRED: _____