



## Connecting Others with a Three-Way Introductory Email

In Chapter 11 of [The Generosity Mindset](#), “Relationships Drive Revenue,” I discuss the value of making connections between others in your network.

When I identify what I think may be a great connection that can be made between two professionals in my network, I speak with each party first to make sure that the quality of the connection that I sense is really a good one. People appreciate it when you do this, and moreover, you might find that someone’s business direction has changed such that what you thought would be a great connection no longer is.

I always disclose whether one or both parties are clients. Full transparency on this point is always appreciated. Further, I like to include links to LinkedIn profiles or websites that help both parties quickly learn more about the other person.

Here’s a sample of three-way email I send:

Hi Monique and Roger,

I’ve mentioned each of you to the other and want to connect you with this email:

Monique, Roger Williamson is a financial advisor with [United Advisors and Planners](#), and an Ambassador with the Chamber. He’s a podcast client of mine, and his show is [Business Excellence](#). He’s a first-class professional.

Roger, Monique Strickland is a business attorney with [her own firm](#). She was my guest on *North Fulton Business Radio*. Monique has just opened an office nearby and is planning to join the Chamber. I told her you were someone she needed to know.

Both of you are in Rotary, albeit in different chapters, so make sure you compare notes on that.

I’ll let the two of you connect further from here.

Hope the connection is fruitful!

Thank you,

John