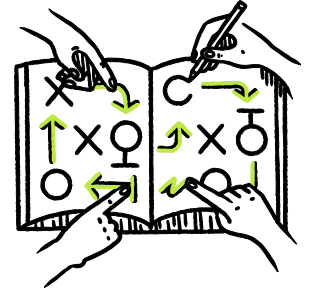


MUTUAL INTROS

Outreach templates for every branch.

36 messages covering the first ask through the handoff, including the branches that are not a yes.

h/t Brian Zweig, former VP at Ampush, who wrote the original set. His newest company is [InnerCircle](#).



How to use this

Start with an initial request to your mutual connection. Then jump to the section that matches what came back, or what didn't, and pick an option.

I	Initial referral request	4
II	Mutual doesn't respond	3
III	Mutual does not agree to the intro	1
IV	Mutual agreed to the intro	4
V	Mutual agreed, then goes dark	4
VI	Mutual agreed, prospect declined	3
VII	Responded, try the next connection	4
VIII	Lead contact made, intro in progress	3
IX	Miscellaneous scenarios	8
X	Handling objections	2

I

Initial referral request

The opening ask. Sent to your mutual connection, usually on LinkedIn or email.

Option 1 A small favor

SUBJECT Possible intro?

Hey [Mutual's first name], I was on LinkedIn and noticed you're connected to [Prospect's full name]. Can I snag a small favor from you, would you be comfortable making an introduction? Happy to ghostwrite the note as well; just let me know.

Thanks!

Option 2 Doing a little digging

Hi [Mutual's first name],

Can I please get your help? Doing a little digging, I noticed you're my LinkedIn connection to [Prospect's full name]. Would you be comfortable making an introduction? Happy to ghostwrite the message for you.

Thanks!

Option 3 Do you feel close enough

Hey [Mutual's first name],

What's going on? I saw you're connected to [Prospect's full name] @ [Lead company name] on LinkedIn. Do you feel close enough to make an intro? If you need me to create a blurb or new email, just say the word.

Thanks!

Option 4 Couldn't hurt to ask

I know LinkedIn connections are hit or miss; I figured it couldn't hurt to ask. I see you're connected to [Prospect's full name]. Are they a meaningful or strong connection of yours? Would you feel comfortable making an intro?

Thanks!

II

Mutual doesn't respond

Follow up a set number of business days after the initial note. Monday initial, the following Monday follow-up.

Option 1 Just checking in

Hi [Mutual's first name],

Checking in to see if you had a chance to review my request in the initial email. Is it possible to get an intro to [Prospect's full name]?

Option 2 Did you read my email

Did you get a chance to read my initial email? Do you feel close enough to [Prospect's full name] to make the intro?

Thank you!

Option 3 Any chance you can help

Any chance you can help me with this one? If it's feasible, I would love an intro to [Prospect's full name].

Thanks!

III

Mutual does not agree to the intro

They know the prospect but won't make the introduction.

Option 1 It's been too long since they spoke

DRAFT

Totally understand, [Mutual's first name]. If it's been that long, an intro probably does more harm than good. Let's leave it.

If someone else comes to mind who knows [Prospect's first name] better, send them my way.
Appreciate the quick reply!

Mutual agreed to the intro

Make forwarding effortless. Give them the note and permission to reshape it.

Option 1 Fresh email request

SUBJECT [Prospect's full name] intro to [Your company]

Hi [Mutual's first name],

Will you please introduce me to [Prospect's full name]? I noticed you're my mutual on LinkedIn.

[Paragraph on what you do and why it matters to them]

Will you let me know if they're open to an introduction?

Option 2 Blurb for a former colleague

Thanks, [Mutual's first name]! Very appreciative that you're willing to help me out here. Below is the blurb; feel free to shape it any way you see fit.

I'm reaching out on behalf of my friend and former colleague [Blurb]

Option 3 Context and blurb needed

Hi [Mutual's first name],

Thanks for getting back to me. I left a blurb below, which gives you a.) context and b.) a message to copy-paste or modify as you see fit. Are you comfortable passing this along to [Prospect's first name]? Much appreciated!

I'm reaching out on behalf of my friend and former colleague. They're interested in having a convo to learn about [Lead company]'s growth marketing blueprint. [Blurb]

Option 4 Lead on what's new

SUBJECT Possible intro to [Prospect's full name]?

Hi [Mutual's first name],

Will you please introduce me to [Prospect's full name]? I noticed you're my mutual on LinkedIn.

[A few sentences explaining something that is new about the company]

v

Mutual agreed, then goes dark

Common. People say 'happy to help' and never circle back, either because they forgot or never planned to.

Option 1 Closing the loop

Just want to close the loop here and then leave you be. Is it safe to assume that you did not hear back? Thanks for helping me out.

Option 2 What are my chances

Were you able to connect with [Prospect's first name]? What are my chances of an intro coming to fruition?

Option 3 Follow your lead

Hey! Should we let this one go or keep at it? I'll follow your lead. Thanks!

Option 4 Able to connect me

Hi! Any chance you're able to connect me with [Prospect's first name]?

VI

Mutual agreed, prospect declined

Double opt-in intros are optimal, but expect drop-off between the mutual agreeing and the prospect accepting.

Option 1 Grateful you attempted

Hey [Mutual's first name],

No worries! I really appreciate you taking the time to help me out regardless. Let me know if I can ever help you out. Take care!

Option 2 Making an attempt

Hey [Mutual's first name],

Bummer, thanks for the effort. Appreciate you taking time out of your schedule and making an attempt. Let me know if I can help you out in any way down the line.

Option 3 Giving it a try

Hi [Mutual's first name], appreciate the update and giving it a try.

VIII Responded, try the next connection

A common answer is 'I don't feel comfortable making the intro'. It comes up when they've lost touch since college, or the two parted ways badly.

Option 1 Loose connection DRAFT

Good to know, [Mutual's first name]. No sense spending a loose connection on this one, so let's skip it.

Appreciate you being straight with me. Anything on your end I can help with?

Option 2 Not comfortable

Thanks for hitting me back and shedding some light on [Prospect's first name]. Enough said, let's just skip the intro. Really appreciate the help regardless!

Option 3a

Not worth pursuing, negative details surfaced

DRAFT

I had no idea, [Mutual's first name]. Thanks for the candor, that's exactly the kind of thing I'd never find on LinkedIn.

Let's drop this one. I owe you one.

Option 3b

Not worth pursuing, negative details surfaced

DRAFT

Really appreciate you flagging that, [Mutual's first name]. You probably just saved me a few weeks of chasing the wrong lead.

Taking [Prospect's first name] off the list. Let me know if I can return the favor sometime.

VIII Lead contact made, intro in progress

The handoff. Move the mutual to bcc and take it from there.

Option 1 Dedicate some time

Thanks, [\[Mutual's first name\]](#). Moving you to bcc to spare your inbox.

Hey [\[Lead's first name\]](#),

Pleased to meet you via email. The team would love to schedule a call and hear everything that's going on at [\[Lead company\]](#). [\[CC'd first name\]](#) (cc'd) manages the business, day to day operations and portfolio expansion. They'll lead the charge from our end, and I'll try my absolute best to participate.

Hi [\[Lead's first name\]](#),

Pleased to meet you! Would love to hear what you're up to, share what we've been up to, and explore whether there's a mutual fit.

How's [\[date option 1\]](#) or [\[date option 2\]](#) at [\[time\]](#) work for you? [\[EA full name\]](#) will help with the scheduling. Look forward!

Option 2 Connecting live DRAFT

Thanks, [\[Mutual's first name\]](#). Moving you to bcc so we stop filling your inbox.

Hey [\[Lead's first name\]](#),

Great to be connected. Rather than trade emails, would you be open to 20 minutes live? I'd love to hear what you're building at [\[Lead company\]](#) and share what we've been working on.

I'm open [\[date option 1\]](#) or [\[date option 2\]](#). If neither works, here's my calendar: [\[Scheduling link\]](#).

Option 3 Intro made on LinkedIn

LinkedIn messaging:

Tnx, [Mutual's first name]! Hey [Lead's first name], would love to connect. What's your email address?

Email, after getting the lead's address:

Hey [Lead's first name],

It's a pleasure meeting you! The team would love to schedule a call and hear everything that's going on at [Lead company]. [CC'd first name] (cc'd) manages the business, day to day operations and portfolio expansion. They'll lead the charge from our end, and I'll try my absolute best to participate.

LinkedIn message from [CC'd first name]:

Thanks [Mutual's first name] and great to meet you, [Lead's first name]. Would love to make a connection. How's [date option 1] or [date option 2] for a call?

Miscellaneous scenarios

The edge cases that come up often enough to have a script ready.

Scenario 1

Agreed to the intro without a blessing

Hey [Prospect's first name],

I got your email from [Mutual's full name]; they said you'd be game to chat. I'd love to tell you what I'm working on over here and learn about your growth goals and plans for [Lead company] in [year].

What's a good time and date for a convo next week? Looking forward to it!

Scenario 2 Mutual asks about the family

Thanks, [Mutual's first name]! The family is doing well. All healthy, so no complaints. How's everything going on your end?

I've created the blurb (see below), but feel free to shape it any way you see fit. I appreciate the assistance!

[Blurb]

Scenario 3

Mutual isn't sure how they're connected, but is willing

Thanks for getting back to me, [Mutual's first name]. Let's give it a try, and if nothing else, I'm indebted to you. Below is a blurb, but consider it a starting point, feel free to edit as you see fit.

[Blurb]

Scenario 4a

Happy to help, but didn't ask for a blurb

Sounds good, [Mutual's first name]! Appreciate you taking the time to make the introduction. Would it be helpful if I write a blurb for you to share?

[Blurb]

Scenario 4b

Happy to help, but didn't ask for a blurb

Sounds good, [Mutual's first name]! In case you need a blurb, see below. Feel free to edit as you see fit, or ignore it if it's not needed.

Scenario 5a

Mutual agrees, but we do not use

Hey [Mutual's first name],

Thanks for getting back to me. I appreciate your honesty and willingness to help, but let's hold off on this one. I respect your time and energy and don't want you to have to extend it for this intro.

Scenario 5b

Mutual agrees, but we do not use

Hey [Mutual's first name],

Thanks for getting back to me, I appreciate the context on [Prospect's first name]. It sounds like we should skip the intro. Everything going ok, all things considered?

Scenario 5c

Mutual agrees, but only through an indirect

Hey [Mutual's first name],

Appreciate you hitting me back and letting me know about [Prospect's first name]. Let's just hold off on this one, but I appreciate your willingness to get creative. Thanks!



Handling objections

Raised after the intro lands, by either side.

Scenario 1

Prospect has been introduced but wants more information

DRAFT

Happy to give you the full picture, [Prospect's first name].

[One or two sentences on what you do and the specific reason you reached out to them]

The short version: I think we can [how you can help them]. If that's off base, say so and I'll leave you be. If it's close, is 20 minutes on [date option 1] or [date option 2] doable?

Scenario 2

Mutual has the blurb but seeks more details

DRAFT

Of course, [Mutual's first name]. Fair to want the whole story before you put your name on it.

[Two or three sentences: what you do, why this prospect specifically, and what you're asking them for]

Happy to jump on the phone for five minutes if that's easier than reading. And if you'd rather pass on this one after hearing it, genuinely no hard feelings.

Working the four-step version?

The step-by-step guide compresses this library into the four moves that close most intros. Open [Mutual intro scripts](#).



Mutual meeting outreach templates