**How to introduce yourself using Linkedin and/or Email!**

This is ONLY a brief guide that you can use to get in the door – you will need to personalize and use LinkedIn as well as internet research/press releases, etc. to impress them!

Follow the steps below! Your letter is integrated throughout ☺

**First and Best way to Start – Mutual Connections Via Email or LinkedIn!!!**

Do you have any mutual connections – on LinkedIn or in the “real” world? If so, USE THEM! This is the perfect way to introduce yourself. On LinkedIn, see if you have any 2nd or 3rd connections in common – use them to get introduced! You can send your contact this message below to introduce you:

**Letter to your Contact/Connection:**

Hello Name,

I hope you are doing well! Possible background here (example: Long time, no talk – would love to meet up for lunch again at our favorite pizza place – something you both used to do). As you may know, I am leveraging LinkedIn to grow my network and noticed that you are connected to XXX at XXX. I was wondering if you would kindly provide an introduction for me. If you could copy us both in an email or LinkedIn message, I can take it from there and would be very grateful – I have been following XYZ company and am trying to get my foot in the door. To make it easier for you, I have included a short paragraph below that you are welcome to copy and paste. Also, please feel free to look through my connections, I am happy to make introductions for you as well.

Thanks so much!

Full Name

Phone 🟇 email

LinkedIn URL

**Introduction Email/InMail**

I would like to introduce you to Full Name, who I have known for xx years and worked on numerous projects with. First name has recently been pursuing outside career choices, and I am proud to recommend objective pronoun as a Job Title. In addition to possessive pronoun technical expertise, education, and certifications, nominative pronoun has risen through the ranks of prestigious companies, and blah blah blah. If you would like to reach out to Igor directly, possessive pronoun contact information is: Phone or email and you can see possessive pronoun credentials at LinkedIn URL.

Thank you, and I look forward to collaborating again soon!

NAME

**Second way to impress –If no connections, then research them and give them an ego boost!**

Dear XXX,

NEVER use "Dear Sir / Madame" or any other generic introduction when sending an email. Personalize your message by addressing your email to a specific person and using their name. In fact, I like to use their name twice, once when addressing them at the beginning of the email and once when thanking them at the end of it.

Hello or Good Morning or Good Afternoon Name Here,

Possible Intros:

1. It was nice meeting you at xyz
2. I enjoyed hearing you speak at xyz
3. I was referred to you by xyz
4. I found you profile in LinkedIn and was so impressed with what you have done for Company Name Here.
5. I enjoyed reading your article/publication – list top here.

I was researching XXX company and came across your profile on LinkedIn – Congratulations on all your accomplishments – amazing! I blah blah blah, but would love the opportunity to collaborate with you at Company Here.

I was hoping that we could connect when you have a brief moment, I would love to talk about the xxx position posted on your website and how I can immediately contribute to that project.

Thank you in advance Name,

Full Name

Phone 🟇 email

LinkedIn URL

**Third Introduction - Generic**

*Introduction w/no connections – mainly via email:*

Dear XXX,

I was researching XXX company and was so excited to learn about all you are doing – list specific project here if possible! I blah blah blah but am certain my skills can be transferred to make an immediate impact at xxxx.

I have attached my resume and introduction and look forward to talking to you more about the work you can expect from me.

Thank you in advance Name,

Full Name

Phone 🟇 email

LinkedIn URL