

MUTUAL INTRO SCRIPTS

Step-by-step guide: Getting a Warm Introduction Through a Mutual Contact

STEP 1: IDENTIFY A MUTUAL CONNECTION

- Go to the prospect's LinkedIn profile.
- Check if you share a mutual connection.
- Choose someone you know (or once knew) who might be willing to help.

STEP 2: MESSAGE THE MUTUAL CONTACT

If you haven't talked in a while, use:

“Hey [Mutual's First Name], been a minute. Hope you're doing great. Noticed you're connected to [Prospect's Full Name] @ [Prospect's Company]. Do you know them well?”

If you're on more casual terms, try:

“Hey [Mutual's Name], I noticed you're connected with [Prospect's Name]. Do you know them well?”

Or shorter versions:

“Do you know [Prospect's First Name] well?”

“Do you know [Prospect's Name] @ [Company] well?”

STEP 3: HANDLE THE RESPONSES

If they say “yes”, and you have their email:

“Can I email you something to forward to them? Is [TheirEmail] the right email?”

If they say “yes”, but you don't have their email:

“Can I email you something to forward to them? Is [TheirEmail] the right email?”

If they say “I don't know them well”:

“Any chance you can help me with this one? If it's feasible, I'd love an intro to [Prospect's Full Name].”

If they say “no”:

“All good. Thanks anyway. Anything I can help you with?”

If they don't respond:

- Wait a few days and follow up politely.
- If still no response, move on to another mutual.

STEP 4: SEND THE INTRO EMAIL (ONCE THEY AGREE)

Subject: Quick Intro to [Prospect's Name]

Hi [Mutual's Name],

Thank you for introducing me to [Prospect's Name] and for being a supporter of [Your Company].

I think we can [how you can help them]. Details in the blurb below.
[Prospect's First Name] can reach out to me directly at [Your Email].

Blurb:

[Insert a short, clear description of your company or what you're offering.]

From:

Date: Tuesday, June 25 2024 at 3:24 PM CDT

Subject: GrowthAssistant for Retention.com

To:

Hi Jay--

Thank you for introducing me to Adam Robinson and for being a supporter of GrowthAssistant.

I think we can help him scale Retention.com's growth with our offshore talent. Details in the blurb below.

Adam can reach out to me directly at Jesse@GrowthAssistant.com

Blurb:

HUNDREDS of marketing teams use GrowthAssistant for staffing high-quality offshore teams. Clients include Code Academy, DoorDash, HubSpot and you name it!

It's dead simple: For only \$2500-\$3500 per month per FTE, GA places full-time, college-educated, trained Global Growth Marketers who support in-house teams with rote tasks. The person we place is reporting directly to our client (e.g., on their Slack, Zoom) and works their hours. The most common roles are:

+ GrowthAssistant: helps support campaign management on any digital channel including reporting, QA, tracking, etc for Meta, Google, Email, and other channels

+ Design Assistant: can help format/iterate images, edit raw video, etc to make scaled creative + OutreachAssistant: affiliate/influencer management (outreach, support, etc)

I've attached a deeper dive deck, too!

Appreciate you!