

LinkedIn Referral Request Templates

For the Near Strangers

You have no idea who this person is. Unfortunately, many of us have these types of contacts on LinkedIn.

Try the following template:

Dear Mark,

Hope you're well! We connected last [week/month/year] after I [read your article online, saw you speak at a conference, met you at the CRM conference]. Would you be open to introducing me to [person's name]? I'd like to speak to [him/her] about [your purpose for talking].

Thanks so much!

[Your name]

For the Professional Acquaintances

You know these people, but not very well and it's a good idea to subtly include some context. Also, if you can think of some way of providing value to *them*, mention it.

Try the following template:

Hi Grace,

How are you? It was really fun chatting with you at that product manager meetup last May—we should get together for coffee one of these days!

In the meantime, I was wondering if you could connect me with [person]. I'm looking to [reason you want to talk to him or her]. Your introduction would be hugely appreciated, and I would definitely owe you (if nothing else, coffee on me!).

Thank you,

[Your name]

For the In-Between Connections

This category includes all the people you're friendly with, but don't know super well: former co-workers, current colleagues from a different department or office, that friend you had in college but haven't seen for eight years. You can be a little less formal.

Try the following template:

Hey Jeremy,

Long time no see—I hope you're doing well! I'd actually love your help. LinkedIn tells me you're connected with [person], and I was wondering if you'd be willing to introduce me. I'd like to [reason for speaking with person].

Thanks so much,

[Your name]

For the People You Know Fairly Well

And then there's everyone else: the team member you work with on a regular basis, your boss, your close friends, and so on. You probably text, email, call, or see these people at least once a week.

You might wonder why it's necessary to send a formal ask when you *could* just call them up or walk over to their desk. However, sending your request in writing is usually preferable—it gives the person a chance to gracefully decline if he or she chooses.

Try the following template:

Hi Alex,

As I've mentioned, I've been [thinking about doing freelance web development/looking to transition to PR/trying to meet experienced sales directors]. I noticed you're connected to [name]—would you be comfortable introducing me? I think [reason why meeting person would be helpful].

Thanks so much,

[Your name]