

WAKEFIELD & WAKEFIELD

Business Etiquette

set yourself apart • get an edge

HOME | OFFERINGS | ABOUT | CONTACT

CONNECTING PEOPLE WITH SKILL: EMAIL INTRODUCTIONS

A newsletter reader recently submitted a great question about the **protocol for email introductions**. While the ideal option for setting up an introduction is an in-person meeting, a common and convenient practice is to use email for introducing people.

The writer of an introduction email gets a **great opportunity to brag about both parties** being introduced. The following is a reminder of the **important components to include in an introduction email**:

- Highlight what each party has in common.
- Explain how you know them.
- Invite them to learn more about the person being introduced. Perhaps there is a website link that you can provide with more information about their background or current work.
- Be sure to **write the email immediately after you have agreed to do it**.

INSIDE THIS ISSUE:

Connecting People with Skill: Email Introductions

How do you want to be remembered?

Supporters and Clients

What people are saying...

ABOUT US



Libby Mack Van Vleet has a background in marketing and administration, and is a certified high school English teacher. She is a

[Subscribe](#) to our email list

If the initial introduction is well constructed, the follow up can be quite easy. Include a section that **assigns responsibility for the next step**, such as:

“I want to make sure this happens. [Person A], please let me know when you have connected with [Person B].”

Upon hearing back from “Person A” you will be empowered with **knowing the outcome of their connection and perhaps the details of when and where they will meet.** You might even be able to pop in on them at that time to say hello and bring an additional comfort level to their time together.

Connecting people is a big responsibility. **People will remember** the time you spent and the skillful way you helped nice people get connected and potentially do great work together.

YOUR Business Etiquette Topics:

Submit your thoughts and questions to libby@wakefieldetiquette.com.

Libby will address your ideas in upcoming issues of our newsletter.

HOW DO YOU WANT TO BE REMEMBERED?

Libby Van Vleet and her father Wake Mack promote business etiquette. It is a smart and easy way to retain clients. Increase business earnings and sales. It is time to take your employees to the next level.



When you retain the services of Wakefield & Wakefield, be prepared for success as your staff members maximize their potential and exceed expectations.

Set yourself apart to get an edge. People will remember!

For further information about Wakefield & Wakefield, contact Libby at 503-893-9253 or libby@wakefieldetiquette.com.

SUPPORTERS AND CLIENTS

graduate of Colorado College and Chapman University.



Wake Mack is a former lawyer, local businessman and financial services development officer. He graduated from Notre Dame, Willamette College of Law, and served in the U.S. Marines Corps.

www.wakefieldetiquette.com
503-893-9253

WISE WORDS

“Life is not so short but that there is always time for courtesy.”

– *Ralph Waldo Emerson*

[Subscribe](#) to our email list

Thanks to all of our fabulous clients and supporters.

- Arlington Club Speakers Corner – Arlington Club
- CB Richard Ellis, Inc. - Mike Wells, Managing Director
- Isler Northwest LLC – Tania Gitch, C.P.A.
- National Charity League, Inc. – Sarah Allen, Portland Chapter
- Perkins Coie LLP - Stephen English, Partner - Litigation
- Washington Trust Bank – Linda Williams, President, Oregon Region



WHAT PEOPLE ARE SAYING...

“Excellent, practical guidance to avoid embarrassing social mistakes and to maximize the business opportunities created by social interactions.”

Stephen English, Partner - Litigation, Perkins Coie LLP

“Thank you, Wake -- You and Libby were a breath of fresh air for us. Thank you for taking your time to share such timeless information with us.”

John Chambers, C.P.A., Isler Northwest LLC

“Thank you. All of us have more than a few important take-aways – and it was fun too.”

Linda Williams, President, Washington Trust Bank, Oregon Region

“Thank you for your wonderful presentation today. My colleagues and I enjoyed it immensely and are sure we will put it to good use.”

Ray Jordan, President, Ray Jordan, PC

"There has been a lot of 'buzz' about [your presentation]. People are really interested in the subject, love the positive ways that you present it, and want more."

Amy Fields

5331 S.W. Macadam Avenue, Suite 258-432, Portland, OR 97239
503-893-9253
libby@wakefieldetiquette.com
www.wakefieldetiquette.com

This email was sent to . To ensure that you continue receiving our emails,
please add us to your address book or safe list.

manage your preferences | **opt out** using **TrueRemove**[®]
Got this as a forward? **Sign up** to receive our future emails.



[Subscribe](#) to our email list