

Pollen

Make an Ask by Offering Yourself as the Solution by Stefan Palios

Make a copy by selecting File → Make a Copy.

An easy way to make an ask is instead to frame it as a solution. Here are a few templates to make that as easy as possible.

Social media outreach template

Know anyone who needs ____ [the problem you solve]? I'm happy to help out.

Personalized one-on-one template to request referrals

Hey [name]!

Hope you're doing well since [personal detail that suggests I think of this conversation between peers, and not just a one-way transaction].

I'm looking for new clients at the moment and I saw you were connected to [your dream client]. I think I could really help them out with their [problem] needs. Would you be able to make an introduction?

If it's easier for you, feel free to copy-paste the message [your intro blurb from Step Four] below in the intro email.

I'm available to take on new projects as of [date]!

Thanks again [name]! Have a great day.

[My name]

Email follow up if your contact doesn't respond

Hi [contact name],

Pollen

I'm sending a quick follow-up on our thread—are you able to make an introduction to [person]? If it's easier, you can use the copy-pasted message below, re-copied below for ease.

[your name]

[re-copy the copy-paste intro blurb]

Email template if the new referral doesn't respond

Hi [person],

I hope you're well! I'm sending a quick follow-up on this introduction from [the person who made the intro].

I'd love to learn a little more about your [problem] and see if I'm a fit to help—could we get a 25 min intro call on the books? If it's easier, here's my [hyperlink meeting booking] to find a time that works.

Best,

[your name]