Three-legged email sample

Biff and Buffy,

I always enjoy sharing the value of my relationships with two people that may benefit from the trust I have with each of them. Today I want to share that value with the two of you.

Biff,

Buffy is both a friend and business relationship I’ve known for more than 5 years. I have learned to trust him and his knowledge of business operations in situations where getting to the right answer quickly has been essential. Buffy’s professional demeanor is just right when you need advice as well as reassurance in dealing with growing a business or fixing things that have gone off track. I believe she is some one that might be able to provide you with some ideas and actions that would help you and your organization.

Buffy,

Biff is a client of mine that has grown his organization through determination and hard work. He recently realized he needs more talent and experience to keep things moving forward. We have been talking recently about his plans and challenges and I shared your name with Buffy. Your expertise may be the right stuff at the right time, but I’ll let you two make that determination.

I've done my part with this email, now you two can take it from here. Just hit the REPLY ALL command so I can be sure this found you and action was taken. Best of luck to you both, but don't rely on luck to create your success!