

Dear {Prospect} and Lisa,

{Prospect}, I would like to introduce you to my trusted partner, [Lisa Cooper](#). With decades of strategic HR leadership experience, she is the founder of [Cooper People Group](#), a small, yet mighty team of business advisors on a mission to support organizations with strengthening the people component of their business - from culture to compliance and everything in between. They exist to provide fractional HR leadership to organizations with no HR, HR in transition or HR teams who need coaching and development or an extra set of hands for a reason or a season.

Lisa, meet {Prospect}. {Prospect} holds the role of [prospect role] at [prospect company], and their search for [service offering] immediately brought you to mind.

{Prospect}, given our previous conversation about [service offering or troublesome area such as building a strong HR foundation, leader development, HR compliance, employee handbooks, scaling for growth, employee engagement, gap in HR team, compensation, recruiting, etc.] and CPG's deep bench of expertise in that area, I am confident that a conversation between you two would prove to be both productive and enjoyable. I also believe establishing a connection with her would be beneficial, regardless of whether collaboration ensues.

I have taken the liberty to CC you both on this email so that you can easily find a convenient time to connect. I'll duck out of the middle, but please let me know how I can support your continued and mutual success!

Lisa's contact info:

Lisa Cooper, PHR, SHRM

Founder & Chief People Officer



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