

The Four-Minute Email

The actual words for the reconnection you've been putting off.

You already know who they are — the ex-client, the referrer, the introduction that went cold while you were heads-down on the work. The research is clear: people dramatically underestimate how much others appreciate being reached out to, and the effect is **strongest** when the contact is unexpected and it's been a long time. They'll be gladder to hear from you than the voice in your head predicts.

Here are **four** ways back in — structures to make your own in about four minutes each. Pick the one door that fits the person.

THE NEWS DOOR

Something happened on their end — a promotion, a raise, a new role, a milestone. A real reason to reach out that has nothing to do with you wanting something.

"Saw the news about [the round / the role / the move] — genuinely happy for you. It's been too long. Would love to hear how it's going when you have a minute."

No pitch. No "and while I have you." Just a real acknowledgment of their moment.

THE QUESTION DOOR

You don't have their news, but you have something you'd genuinely value their view on. People love being asked — it's a compliment that costs them nothing to receive.

"Been thinking about [a real thing in their world], and you're one of the few people whose take I'd trust on it. No agenda — just curious how you're seeing it. And it's been too long regardless."

The key word is **real**. If it's a pretext they'll feel it; if it's genuine you'll often get a longer reply than you expected.

THE HONEST DOOR

No news, no clever question. Just the truth — disarming precisely because so few people use it.

"You've crossed my mind a few times lately and I realized I'd let too much time pass. No reason beyond that — just wanted to say hello and see how you're doing."

The plain admission that you let time pass is the opposite of the polished pitch everyone else sends. It reads as human, because it is.

The Fourth Door — and the best one

The first three doors reconnect by *reaching out*. This one reconnects by *giving* — and it's the most powerful of the four, because it's impossible to read as self-serving. You arrive not to reconnect for your own sake, but to hand them something useful: an introduction, a lead, a name they'd want to know. Nobody forgets the person who sent them something valuable for no reason.

THE GIFT DOOR

"This is out of the blue, but I met someone last week who could be genuinely useful to you — [name / what they do] — and you were the first person I thought to connect them with. Happy to make the intro if you're open to it. Been far too long, either way."

It needn't be an introduction — a relevant article with a real note, a referral you're passing along, a name they should meet. The point is you arrive carrying something, not asking for it. The fastest way to warm a cold contact, and the one most founders never think to use.

If they don't reply

Most founders read silence as a "no" and give up. A light, no-pressure second touch a couple of weeks later is where a lot of reconnections actually happen — silence usually means busy, not uninterested.

"No worries at all if the timing's off — I know how it gets. Just floating this back up in case it slipped by. Would be good to catch up whenever suits you."

One second touch, then let it rest. Two warm, pressure-free notes are plenty — a third starts to feel like chasing.

What sinks a reconnection

Don't apologize at length — one light line and move on; a paragraph of guilt makes them carry your discomfort. **Don't bundle the ask into the first message** — you reached out to reconnect, so let that be the whole job; attach a pitch and they feel it instantly. **Don't over-explain the silence** — life happened, they know, they did it too.

One follow-up is one relationship. The leak isn't one missed intro — it's all of them, across every relationship your firm isn't tracking. Together they add up to a number most founders have never seen. Calculate yours in about 90 seconds at quantmx.ai/calculator.