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<u>THE LINKEDIN MESSAGING HANDBOOK</u>

Important Guidelines for sending connection requests and messages:

The maximum number of connection requests you send is 20 to 30 per day. Make sure you vary the total you send each day

You need to vary the content of the messages you send so you don't send the same message to every connection on an ongoing basis, you can use the same messages for two weeks.

Ultimately what Linkedin wants you to do is to create personal relationships with new connections, so consider customising your messages with information specific to the individual you are reaching out to.

Create a conversation first, don't sell immediately

Give a quick intro to yourself and then ask them to introduce themselves

Ask what type of professional connections they would like to make on LinkedIn

Find common ground – mention things you have in common e.g. university, work, industry, connections.

Give praise – comment on their work / blogs / articles / posts

Ask advice – everyone loves being related to as an expert so ask their advice and help

Be supportive – show your genuine interest in them by asking, how can I help you achieve your goals?", "let me know if I can support you in any way".

Reference current events – for instance right now I've asked new connections about how they're finding working more remotely

When they reply to you try and work the object/script but in a way that is conversationalist - don't appear as a robot!

Make time to do this each day before you consider automating it

Messages To Individual Professionals:

MESSAGE 1 (To get them to connect with you and gain appointment)

Dear [enter name],

I came across your profile and I am interested in learning more about you and your work.

I help [enter ideal client title] to [outcome of your work]

Would you be interested in having a quick chat?

Your name

MESSAGE 2 (To get an appointment)

Hi [enter name],

It's a pleasure to connect with you!

My passion is to help you learn how to [enter outcome you help clients achieve] and [enter outcome you help clients achieve].

Are you available for a quick call?

It will allow me to learn more about what you do and I'll show you a customized strategy for [enter problem you help solve].

When are you available?

Your Name

Messages To Senior Level Prospects:

MESSAGE 1 (To get them to connect with you)

Hi xxx,

I am building a powerful network of xxx. I saw that we have some mutual connections and I was impressed with xxx and yyyy.

I look forward to connecting with you,

Your Name

MESSAGE 2 (To get a conversation started)

Hi xxx,

Thank you for connecting with me.

Typically, [job titles] come to me because they are [emotion 1] with [pain 1]. Some are [emotion 2] with [pain 2]. I don't suppose any of this sounds familiar?

On a scale of 1 to 10 how happy are you with xxx?

Your name

Alternative Variation for Message 2 to Senior Level Prospects:

MESSAGE 2 (To get an appointment):

Hi xxx,

Thank you for connecting with me.

Typically, [job titles] come to me because they are [emotion 1] with [pain 1]. Some are [emotion 2] with [pain 2]. I don't suppose any of this sounds familiar?

If it does, I would love to have a call with you to get to know more about your situation and share some strategies that will help you (enter solution)

When are you available for a chat?

Kind regards,

Your name

Messages to Decision Makers in Companies – Mid-Size SMEs and Multinationals

MESSAGE 1 (To get them to connect with you)

Hi xxx,

I am building a powerful network of xxx. I saw that we have some mutual connections and I was impressed with xxx and yyyy.

I look forwards to connecting with you,

Your Name

MESSAGE 2 (To get an appointment)

Dear [enter name],

Thank you for accepting my connection request

I recently read that your company is facing challenges with [enter key problem].

I've helped companies similar to yours to overcome [enter problem] through [enter your solution]. Solving their problem has led these companies to save [£/$......] pounds/dollars.

Would you be interested in having a call to discuss how I can help your company achieve [enter desired outcome]?

Your name

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Customised Messages Examples

Example Customised Message 1: for individual professionals, small business owners and Corporate Decision Makers

Dear [enter name],

I am interested in the fact you {enter something personal about the person that interests you e.g. studied at x university, are working in x industry etc..},

I look forward to connecting with you on Linkedin,

Your name

Example Customised Message 2 (follow up) for Individual Professionals:

Dear [enter name],

I hope you are well

I have been working with many [enter title of individual eg women, Female Leaders, Managers, CEOs, Business Owners] in [enter industry sector], and I've realised that many have a similar problem around [enter key problem].

They often seem to feel {enter emotion 1} about {enter problem 1}, and some even feel {enter emotion 2} about {enter problem 2}.

I'm curious - is this something you can relate to?

If it is I'd be happy to share some suggestions with you over a quick phone call that will help to {enter desired outcome}.

Let me know what days and times work for you and I'd be happy to chat with you.

Your name

Example Customised Message 2 (follow-up) for Corporate Decision Makers:

Dear [enter name],

I hope you are well

I have been working with many [enter title of individual eg women, Female Leaders, Managers, CEOs, Business Owners] in [enter industry sector], and I've realised that many have a similar problem around [enter key problem].

I've put together a whitepaper on [enter title of whitepaper] that provides case studies on proven ways to solve [enter problem] in companies. If you would like to access this whitepaper click here: enter link

I'm curious - is [enter topic related to problem] a priority for you now?

I'd be happy to share a couple of insights with you over a quick phone call. Do you have 10 minutes free in the next few days?

Let me know what days and times work for you and I'd be happy to chat with you.

Your name

Reconnecting with Existing Connections:

Here is an example template for a message that allows you to reconnect with existing Linkedin Connections who are your ideal clients to get appointments with them

Dear [enter name],

I realised we have been connected for some time but haven't messaged for a while.

I have been working with many [enter audience] in [enter industry sector], and I've realised that many have a similar problem around [enter key problem].

I'm curious - is [enter topic relating to problem] a priority for you now?

If it is, I would be happy to share a couple of insights with you over a quick phone call. Do you have 10 minutes free in the next few days?

Let me know when you are available, and I'd be happy to chat with you.

Your name

Connection Request Multiple Messages to invite to join Facebook group

Hi {first_name},

I am growing my network of fellow XXXXXX so I thought I would reach out and connect. I hope you are safe and well in this crazy upside-down world?

Your name

1 Day after they connect:

Awesome, thanks for connecting {first_name}, I'm looking forward to learning more about you. I am one of those people who actually says hi to people I connect with (a novel concept on LinkedIn these days!).

So tell me, what's the big thing you're working on right now?

Your name

4 Days after last message:

Crazy few days last week for me {first_name}, we have a ton of entrepreneurs and marketeers joining our Magnificent Marketing & Mindset Facebook group - how was your week?

1 day after that message:

Sorry! I forgot to forward you the group link - check it out, loads of opportunities to connect with fellow entrepreneurs all scaling their businesses: https://www.facebook.com/groups/lilachbullock