

Four Simple Ways to Connect with Strangers on LinkedIn



Tip One – Personalise Your Connection Request



click on 'Connect' on
their profile on a desktop
computer



follow the prompt to
add a message, or click
on 'More...' on their
profile



then
'Personalize
invite'.

Tip Two – Make it About Them, Not About You



The sweetest sound to any
man is the sound of his own
name

-Dale Carnegie



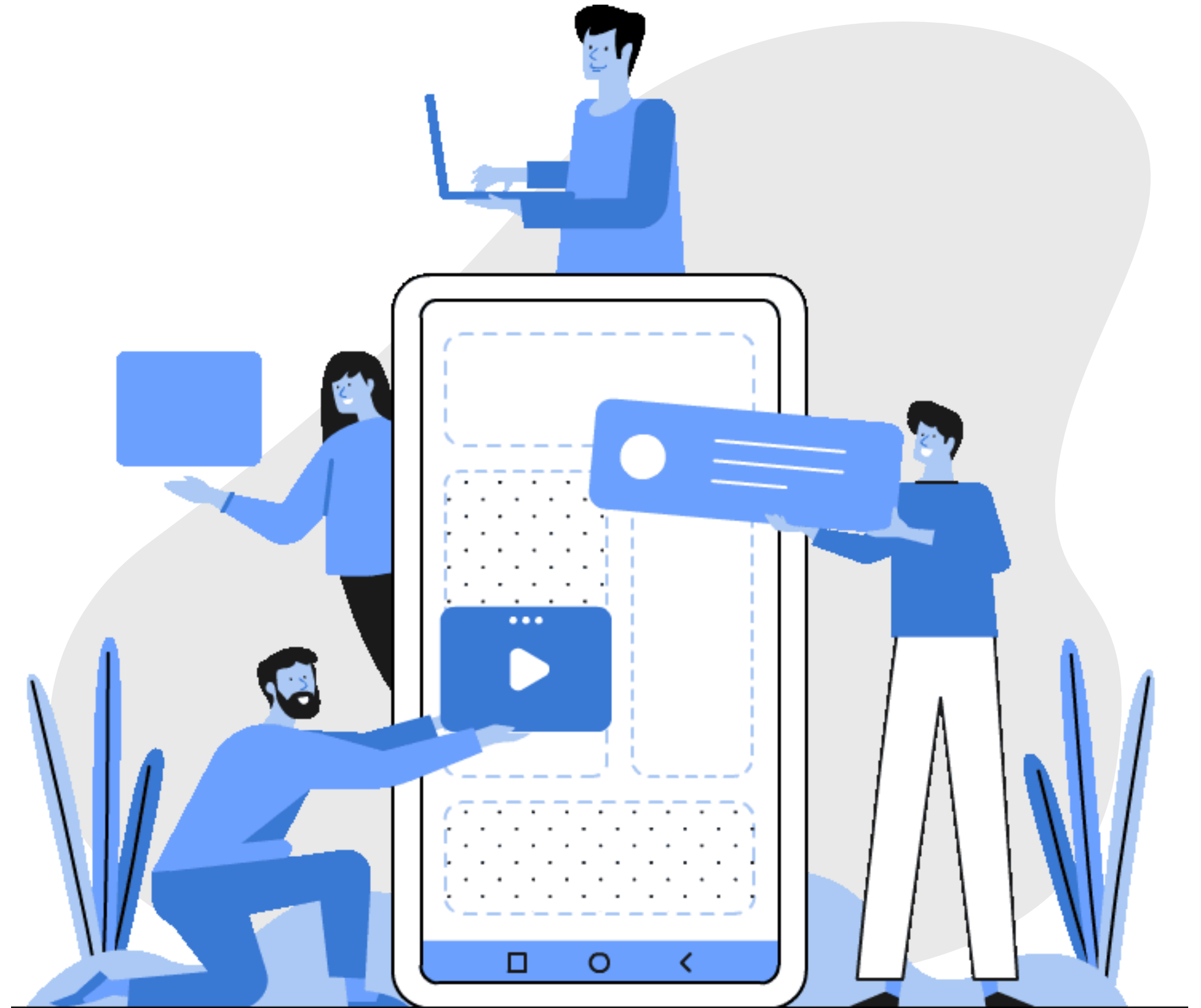
Talk about them

Focus on what you took from their profile, what you know about them already and why it would benefit them to connect with you.



Build up a nice profile

If you want to connect with someone you don't know, instead of telling them all about yourself engage them well enough with your messages. They will look at your profile and get to know about you.



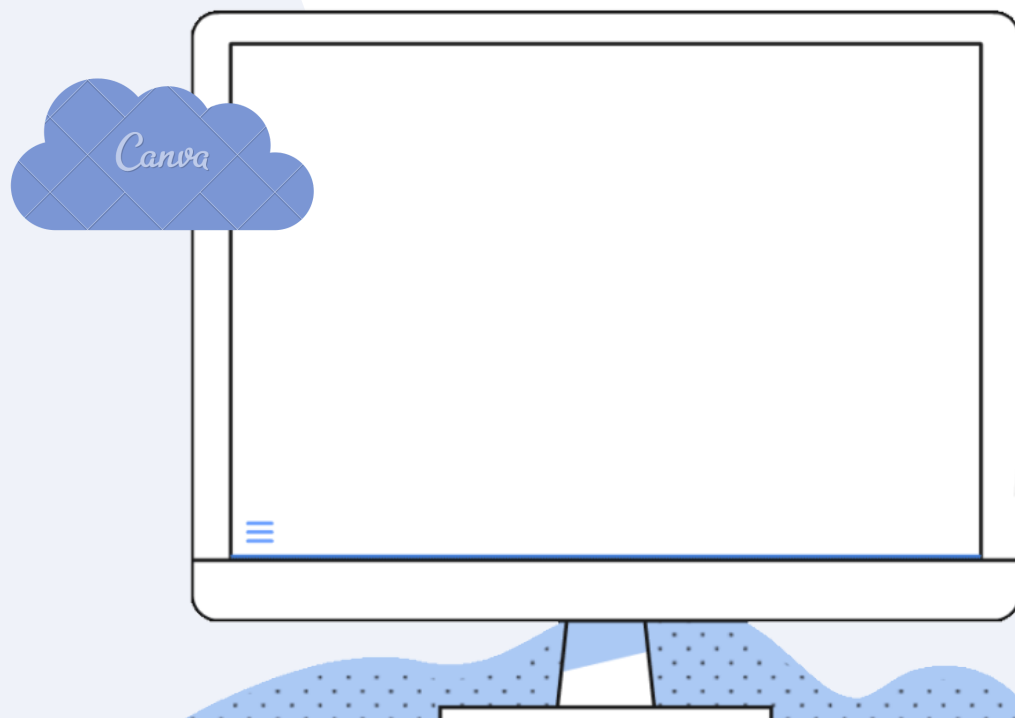
Tip Three – Make it Meaningful

Make sure you read the
other person's profile
first

Look for what
you have in
common

Look for things
that really
stand out

Look for what
makes them
interesting





If you show that you are genuinely interested in them and have done your homework, they're far more likely to be amenable to connecting. Show that this is a truly personal message, not a cut and paste job; one of hundreds your PA has sent out for you.

Tip Four – Don't Tell Them That you Share Mutual Connections



What to do then?

01

If you genuinely know the people that you share in common, think about which are likely to be most relevant to your relationship – then feel free to name check them

02

Focus on the people who have the most credibility and who would vouch for you.

03

If you're going to leverage associated trust, make sure that it is both there in the first place and is easily understandable and visible.

Connecting is
not Enough.

Seek to build
genuine,
mutually
beneficial
relationships



Be more thoughtful
in how you reach out.
It could be the start
of a beautiful
friendship.

