



**Extending Your  
Network**

# What We Will Cover

- › This session is all about building your network with useful connections and decision makers outside of LEARN.
- › Today we will learn how to:
  - find quality connections in the first place
  - compose a great introduction message

# Finding Quality Connections

## 1. “People You May Know” Feature

*Via “My Network”*

## 2. Import Your Email Contacts

*My Network > Connections > Manage my network > More options > Add personal contacts*

## 3. Encourage In-person Connections

*When at tech events, request to connect on LI*

## 4. “Who Has Viewed Your Profile” in Analytics

*Free version of LI allows to view some of those who viewed your profile*

## 5. Who Are In Same Groups As You

*Search with Filters (Titles, 2nd Degree Connections)*

## 6. People and Companies You Admire

*Research innovative people and companies*

# Using LinkedIn to Network

## › Search for employees at companies of interest

*\*Including connecting with Recruiters at these companies\**

## › Do the Recruiter or Hiring Manager's job for them

Highlight any roles on their company careers site that you will be applying for/look interesting to you.  
A Recruiter is very likely to accept connection requests – it makes their job easier to have qualified candidates in their network.

## › There's no harm in connecting

This is the purpose of LinkedIn.  
Connections allow instant access to the networks of others (2<sup>nd</sup> degree connections).

# Composing A Great Introduction

## How To Write LinkedIn Connection Requests That Will Never Get Declined

The blueprint for undeniable LinkedIn requests comes down to 5 P's:

**Polite**  
**Pertinent**  
**Personalized**  
**Professional**  
**Praiseful**



Spend a few thoughtful moments writing irresistible LinkedIn connection requests, and you'll quickly build up your network!

## The 5 P's of Introduction Messaging

# Composing A Great Introduction

- ❖ **Personalisation is best**
- ❖ **Show that you've done your research**
- ❖ **How did you find them?**
  - **Networking**
  - **Name of Search**
- ❖ **Has to be succinct; 300 characters**
- ❖ **Clear call to action**
  - **A simple connect?**
  - **Mentorship? Collaboration?**
  - **A position?**

# Composing A Great Introduction

- ❖ First, always address them with their name
- ❖ Second, the reason why you reached out without pitching (compliments are good)
- ❖ Third, always finish with a call to action
- ❖ The messages to your connections need to feel authentic and comfortable for you

## WHAT IS THE BEST WAY TO MESSAGE A NEW CONNECTION ON LINKEDIN

### CRAFT A MESSAGE IN THIS FORM:

- 1. State their name
- 2. Tell them why you wanted to connect without mentioning your opportunity.
- 3. Finish up by asking a specific question of when to connect
- 4. Always remember that questions will lead to answers

# Composing A Great Introduction

## ❖ #1: Connecting with a Potential New Professional You Admire

"I'm a huge admirer of your work! I actually used your advice regarding [issue here] that you shared at the recent [event/post]. I'd love to connect!"

"I've been following the work you've been doing for [company name] in the last few months/recently, and I'm very impressed with [impact here]! I would love to chat more and learn how you got the opportunity to work on such a project."

"I've seen your posts and really admire your work. I appreciate your perspectives and would love to connect."



# Composing A Great Introduction

## ❖ #2: Connecting with a Mutual Member of a LinkedIn Group

"Your post in the [name of group] was really insightful. I'd really like to add you as a connection. If you're interested, I'd like to discuss this topic further. Looking forward to chatting"

## ❖ #3: Connecting With a 2nd Degree Connection

"I noticed we're both connected to [mutual connection name and title]. [Mutual connection name] and I collaborated on a project and/or he/she spoke highly of you. I'd love to add you to my professional network so we can support each other."

## ❖ #4: Reaching out to a recruiter

"I found your profile on [mention source/search]. I'm [your role], with [x] years of experience and currently seeking new opportunities. I'd love to chat about whether my background might be a fit for any of your openings."

# Going Forward

- ❖ **Things to continue to do through the your time at LEARN**
  - Carve out time each day to interact on LinkedIn
  - Networking is huge and LinkedIn is a great place to build relationships
    - Maintain existing relationships with comments
    - Use your intro messages to create new connections

# Reaching out

- ❖ **Reminder of what needs to get done**
  - On a new doc, use the examples to compose different intro messages for different types of connections
  - Once those are completed, email me them by Monday of Week 4
  - Use the different strategies to discover useful connections and start to reach out, monitoring your progress at end of Week 5

# Reminder of Week 3 Target

- ❖ **All Star Status**
  - Checklist of criteria completed
- ❖ **Connect with cohort and LEARN Staff**
  - Easing your way into using LinkedIn





## References

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