



Eazl's Word Tracks for LinkedIn®

In this free reference from Eazl, you'll find a toolkit that includes word tracks that you can use to:

- Send a connection request to someone on who you've never met offline
- Propose a quick introductory chat after connecting with someone
- Recommend someone on LinkedIn®
- Ask for recommendations from someone on LinkedIn®

Everyone has their own voice, so feel free to tailor these word tracks to suit the situation and your particular need.

How to Connect to Someone You've Never Met Offline

Professionals on LinkedIn are usually open to building out their networks. Just remember to add a personal message when you make a connection request—it's much nicer than the default message and it increases the chances that your request will be accepted. Generally speaking, just let the person know why you're interested in their profile and that you'd like to network with them on LinkedIn. The word "network" is a nice, non-aggressive reason for connecting. Some examples are below.

This word track can be used for general purposes:

Hi _____,

It looks like you're an expert on the tech industry in the Bay Area and I'm hoping to network with people in the industry. So I'm hoping we can connect here on LinkedIn.

John Doe



You also will definitely want to connect with folks after you've applied to some particular position. Here's an example:

Hi _____,

Recently, your firm received an application from me! I'm hoping we can connect here on LinkedIn so that you and your team can have full access to my profile.

Kind regards,

John Doe

Also, remember to “mushroom” your connections. For example, if you recently connected with Tom, a recruiter at XYZ Corp., mention that in the connection request. Like this:

Hi _____,

Your colleague Tom and I recently connected here on LinkedIn and I'm hoping to we can connect here on LinkedIn too.

Best wishes,

John Doe

Sending a Chat Request

Remember CCM—connect, chat, meet, & mushroom. That's the process for taking a LinkedIn relationship into the real world where you can turn it into opportunity. Generally speaking, focus on the informality of the chat and the brevity of the conversation. If you've recently applied to a position with the firm, you should probably not highlight that.



Here are a couple of examples asking someone for a quick introductory chat.

Example 1—Request for Industry Information:

Subject Line: Thanks for Connecting on LinkedIn Melanie

Body: Hi Melanie,

Thanks for accepting my connection request here on LinkedIn. Your professional profile looks really interesting and it looks like you really know the ----- industry. Are you up for a quick introductory chat? I'd love to jump on the phone for a couple of minutes to make introductions and ask you a couple of questions about your perspective on the ----- industry in our area. I'm on the job hunt and some wisdom would be really helpful!

Hoping we can speak for a few moments when you have a sec,

John Doe

Example 2—Looking to Learn More about their Firm:

Subject Line: Thanks for Connecting on LinkedIn Tom

Body: Hi Tom,

As you probably noticed in my connection request, I've noticed that XYZ Corp. has been doing some really interesting things, so I'm glad we've connected here on LinkedIn. If you're ever up for a quick intro chat, I'd love to jump on the phone to make introductions briefly.

Hoping we can touch base sometime,

John Doe

Asking for LinkedIn® Recommendations

Smart job seekers will leverage social proof on their LinkedIn profiles by getting recommendations from colleagues, former bosses, former clients, and former



classmates. Generally speaking, let folks know that their recommendation would really help you out and then, return the favor.

How to Ask for a Recommendation:

Subject Line: Is there any way you could recommend me?

Body: Hi Joe,

It's been a while since we last caught up—I hope you are well! Right now I'm on the job hunt and I could really use some help beefing up my LinkedIn profile. A recommendation from you would really help me out. Is there any way you can write me a quick recommendation for our work together at _____? If you could just visit my LinkedIn profile at www.linkedin.com/in/yourname and write a couple of sentences about our work together, it would really make a difference to me. Just click on the little arrow besides the "Send Message" button.

Thanks in advance for the help Joe!

How to Leave a Recommendation

Leaving a nice LinkedIn recommendation is one of the easiest ways to do something nice and get some goodwill from the LinkedIn community. In social networking, good will matters. So write quick, simple recommendations frequently. The most important thing is that it's there—it doesn't have to be perfect. A sample recommendation:

Joe and I worked together at the Red Cross of Southern California and in all of our interactions, I could him to be professional, clear-headed, and really proactive. He's one of the best folks I've ever worked with and I recommend him without hesitation!