The New Rules of LinkedIn Outreach
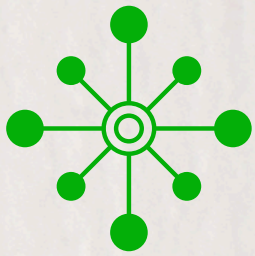
MULTICHANNEL MATTERS

↳ 5–12 touches across channels = 80%+ chance of getting a reply.

- Email alone = low visibility
- LinkedIn alone = limited scale
- Phone = high intent, but hard to reach

Combine them.
→ Your goal is reply rate, not channel loyalty. Use them all.

DON'T LEAVE LINKEDIN

↳ **Prospect directly using the lemlist Chrome Extension**

Find, enrich, and add LinkedIn contacts to campaigns — without leaving the tab.

- Pull contact & company info directly from LinkedIn
- **Auto-enrich with verified email and firmographics**
- Push to lemlist in 1 click
- **Launch multichannel sequence instantly**

No switching tools. No friction. Fully native.

THE ANATOMY OF A WINNING DM

(< 200 characters)

- ☑ **Hook:** "53% of [ICP] say [pain] — you too?"
- ☑ **Offer:** "Got a template bringing 42+ meetings/week."
- ☑ **CTA:** "Want me to send it over?"

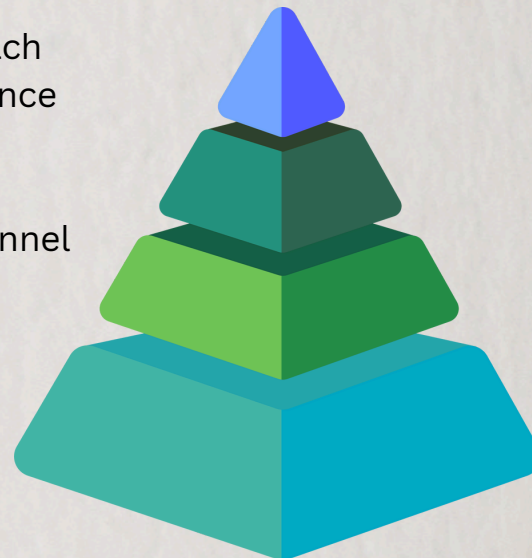## TIERING = EFFICIENT OUTBOUND

Tier 1
↳ Manual, exec-level outreach
↳ Small volume, max relevance

Tier 2
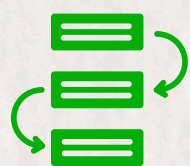↳ AI-personalized, multichannel
↳ Automated with lemlist

Tier 3
↳ High-volume
↳ One channel (email), lighter personalization

RULES YOU DON'T BREAK

- Max 20 LinkedIn connection requests/day
- **Always enrich with verified emails**
- Never pitch slap — earn the reply first
- **Personalization must reflect actual research or signal**
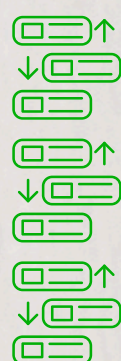
BUILD SEQUENCES BACKWARD

1. Start with your ideal reply or CTA outcome, then reverse-engineer the LinkedIn + email flow.

2. Each step should nudge the prospect closer — no fluff, just signal.

GET 20 PROVEN SEQUENCES

No guesswork. Just copy, tweak, and launch.

↳ Ready-to-use LinkedIn + Email flows
↳ Built by outbound pros
↳ Instantly import to lemlist with 1 click

Access here (LINK)

WHAT ACTUALLY WORKS

1. Relevant
⤳ Target based on context: recent job change, hiring, viewed your profile, etc.
⤳ Tailor the message to why now matters

2. Consistent structure
⤳ LinkedIn → Email → Follow-up
⤳ Time gaps: 1–3 days. between touches
⤳ Adjust based on persona & tier

3. Short & direct
⤳ Skip intros
⤳ Lead with value
⤳ Close with a clear CTA