

Step 3:

5 Conversation-Starter Templates



Five conversation-starter templates (real examples included)



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Framework 1: Compliment

Scroll through someone's profile until you find something that you think they're proud of. Then, focus your compliment around this.

There are 4 main places people share this:

1. **Their banner**
 - a. Logos of companies they've worked with
 - b. Intricate and intentional designing
 - c. Client outcomes
 - d. Business achievements

2. Their About section

- a. Client results
- b. Years of experience in an industry
- c. Their story & journey so far

3. Their posts

- a. Any celebratory posts or milestones
- b. Client results
- c. Personal achievements

4. Their Experience

- a. Achievements within their role
- b. Promotions and job moves

If you're struggling, ask yourself:

→ What does this person mention on their profile, and why do I think they're sharing it?

For example:



➡ Template: "Hi [name] - the [achievement] you have on your [LinkedIn section] is super impressive because of [why you think it's impressive]. I'm in awe!"

Framework 2: Personal connection

Scroll through their profile and pick out anything you have in common with them. This could be...

- Live in the same country/city
- Travelled to their country/city
- Went to the same school
- Worked at the same company or industry
- Have similar style/clothes
- Business/career achievements
- Similar opinions to what they share in their content
- Similar personal experiences to what they share in their content

For example:



➔ Template: "Hi [name] - love that we have [similar experience] in common, [your personal opinion of it]. Nice to connect with someone else who has [this experience]."

Framework 3: Speak to their business

Spend time looking at their website, branding, case studies, and testimonials. Pick out anything relevant that you could start a conversation about. For example...

- Impressive testimonials
- What you think of their website

- How their branding makes you feel
- Any similar processes or systems you have with them
- What they say on their website
- Any podcast or media mentions they have

For example:

Hey Sean,

I noticed you've got some super impressive testimonials on your page, you must be proud! I can appreciate the work it takes to build that reputation.



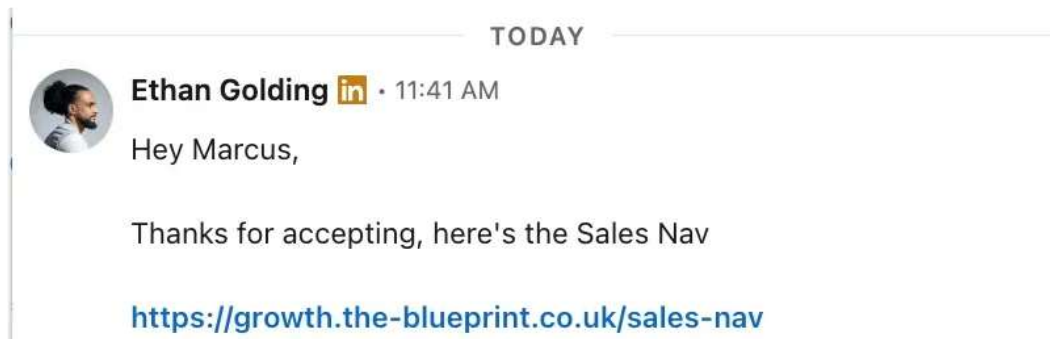
Template: "Hi [name] - [what you think about their business], I imagine this took a lot of work to achieve. Such a win for [why it's a good thing]."



Framework 4: Sharing a lead magnet

Post a lead magnet and ask people to comment a word if they want access to it. Then, send them a simple DM with the lead magnet link.

For example:



➡ Template: "Hi [name], here's the lead magnet you requested:

[url]

Framework 5: Generic

This framework is particularly good if you work with employees or have more of a generalised ideal client profile.

Send it to anyone who sends you a connection request and looks like your ideal client.

➡ Template: Are you here for the content, to [achieve outcome], or did you click the button by accident? 😊

Don't forget...

Make sure to follow up any conversation starter with a question to engage prospects and keep the chat flowing.

Go back to step 1 and 2 if you're unsure about the question to send them.

