**Sequence #1**  
**1 Step. Connection message**  
Hi {first\_name}, big fan of the work you and your team do at {company\_name}.  
Always looking to connect with industry leading storytellers!  
  
Best,  
{my\_first\_name}  
**2 Step. Greetings**  
**Recommended time delay: After a request is accepted**  
Hi {first\_name}, I’m glad we could connect! I’m the {my\_job\_title} at {my\_company\_name}.  
  
We’re an (what kind of company you are) helping (specify your area of expertise). Also, during the final stage of our upcoming (name of your book) book launch, we’re offering lifetime discounts for early adopters. Does it sound like something of interest? Let me know if you’re in for learning more, and I’ll share the private signup link. Thanks, {my\_first\_name}.  
**3 Step. Follow-up**  
Hi, {first\_name},  
Did you have a chance to check out the book?  
**4 Step. Wrap-up**  
**Recommended time delay: 2 day**  
Heeey,  
  
I see you’re not that open for communication. Well, life goes on! 🥳 🌱 Although, I’m not in my best mood now..)) Anyway.. take care!  
  
Best, {my\_first\_name}.  
  
  
**Sequence #2**  
**1 Step. Connection message**  
Hi {first\_name},  
  
Impressed by the work you and your team do at {company\_name}. I know a gifted professional when I see one!  
I’m always glad to connect and stay in touch with industry-leading (job\_title)!  
**2 Step. Greetings**  
**Recommended time delay: After a request is accepted**  
Hi there {first\_name},  
So glad we’ve connected!  
  
Our (what kind of company you are) helping (specify your area of expertise).  
For example  
Our agency is changing the game on LinkedIn. We help companies get huge exposure on LinkedIn and build their presence, generating countless leads along the way,  
  
Leadgen problems? No problem. We got you. One more thing: we’re offering lifetime discounts for early buyers during our (name of the book) book launch! Stay tuned 😎💪  
  
Get in on the action with us and let’s grow together!  
  
{my\_first\_name}  
**3 Step. Follow-up**  
Hey {first\_name},  
was wondering if you’d had a chance to check out the book. It’s just waiting to be read!👀  
**4 Step. Wrap-up**  
**Recommended time delay: 2 day**  
Hi there, Looks like you’re not really available for communication right now. It’s no problem though, it happens!😅 Can’t say I’m thrilled though…  
  
Anyway, I wish you all the best!  
{my\_first\_name}