**Sequence #1**  
**1 Step. Connection message**  
Hey {first\_name}, I saw we’re both members of (name of group). It’s a cool place to learn.  
Would be lovely to add you to my network and grow together!  
**2 Step. Follow-up**  
**Recommended time delay: After a request is accepted**  
Hello {first\_name}, Recently, we at {my\_company\_name} conducted research on (specify\_topic).  
  
Thought you might be interested to take a look. https://bit.ly/linktotheresource  
  
Let me know if it was useful to you.  
  
{my\_first\_name}.  
**3 Step. Wrap-up**  
Hey!  
Just wanted to ask whether you received my message.  
It would be great to know what you think.  
  
Regards, {my\_first\_name}.  
  
  
**Sequence #2**  
**1 Step. Connection message**  
Hey-hey {first\_name}!  
I see that you’re also a member of (name of group). How exciting!😄  
**2 Step. Greetings**  
**Recommended time delay: After a request is accepted**  
Hi {first\_name},  
Me and my team at {my\_company\_name} conducted research on (specify\_topic) recently that I thought you wouldn’t want to miss!  
Here’s the link: https://bit.ly/linktotheresource  
I would love to get some thoughts! New content is waiting for you…👀👀  
**3 Step. Wrap-up**  
Hey there! Just checking in to see if you got my message. Don’t leave me hanging, I’ll get sad!..😆🤭 Let me know your thoughts.