**Sequence #1**  
**1 Step. Connection message**  
Hello {first\_name},  
  
I’m too a {my\_job\_title}. Looking to establish new connections with like-minded specialists. Would love to connect. {my\_first\_name}.  
**2 Step. Greetings**  
**Recommended time delay: After a request is accepted**  
Hello!  
  
Thank you for accepting my invitation. It’s a pleasure to meet you. I’ve been dealing with (tell a bit more about your expertise). What about you?  
**3 Step. Bringing up content**  
Hello {first\_name}, my team has conducted research that (explain the value - in short).  
  
I thought you might want to take a look? Here is the https://bit.ly/linktotheresource  
**4 Step. Follow-up (no reply)**  
**Recommended time delay: 2 day**  
Hello {first\_name},  
  
I know you might be busy right now, just wanted to check whether you’ve got my message. Sincerely,{my\_first\_name}.  
  
  
**Sequence #2**  
**1 Step. Connection Message**  
Hi {first\_name}  
  
I’m also a {my\_job\_title}. I’m interested in building connections with fellow professionals in the field.  
  
Looking forward to hearing from you!  
**2 Step. Greetings**  
**Recommended time delay: After a request is accepted**  
Hi {first\_name}!  
  
Thank you for accepting my invitation. Super stoked about connecting with you!  
  
Personally I’ve been active in (field\_of\_expertse) for (years or work) years. Let me know about your experience.  
  
{my\_first\_name}  
**3 Step. Bringing up content**  
Hello {first\_name},  
  
I thought you might be interested in my team’s research results. Its aim is to show (explain content value). Let me know your thoughts!  
  
I attached the link below.  
**4 Step. Follow-up**  
**Recommended time delay: 2 day**  
Hey there {first\_name}!  
  
I know you might be busy,  
  
but I was just wondering if you’ve received my message. I would gladly chat another time - whenever it suits you!  
  
Looking forward to hearing from you,{my\_first\_name}