**Sequence #1**  
**1 Step. Connection message**  
Hello {first\_name}. Just working my way to adding professionals from {location} area.  
Hope we can connect and learn from each other.  
**2 Step. Greetings**  
**Recommended time delay: After a request is accepted**  
Hello {first\_name}, nice to meet you!  
I work for {my\_company\_name}. Out current biggest struggle is (specify)  
But I think that (your opinion on the ongoing challenge).  
  
I think it all might sound familiar to you given your experience?  
We’re going to discuss it over at our webinar [date/time]. Registration is free: [Link].  
  
Would be cool to see you there and sure it’ll be useful.  
  
{my\_first\_name}.  
**3 Step. Follow-up**  
Hey {first\_name}, I’m afraid my message got lost in your inbox.  
Haven’t seen any reply(  
  
It would be awful to lose an opportunity to invite you again [Link]. It’s going to be pretty soon and I’m sure you’re going to find something practical and useful.  
  
A special quest is (specify if there is any or add any other “hook-in”).  
  
{my\_first\_name}.