



Samples of connection requests on LinkedIn

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A Co-Worker

When it comes to colleagues, you're probably already familiar and friendly with many of them, which makes writing your request a breeze. However, if you work in a huge office and want to connect with someone you rarely speak to, you may want to spend a bit more time on your message. Take notice of their accomplishments, strengths or past projects they've worked on, and definitely reference the biggest thing you have in common – your company!

Sample Message:

Hi Samantha,

I've always heard great things about your work, especially when it comes to negotiating with clients. Hopefully someday we'll get the chance to work on a project together...or at least trade tips for dealing with tough clients!

All the Best,

Melissa

A New Co-Worker

It's not always easy being the “new kid” in the office, but chances are, your new colleagues are excited and interested to see what you can do – so don't disappoint them! When requesting to connect on LinkedIn with new co-workers, send words of praise if you're familiar with what they've done within their office, and let them know that you're looking forward to working with them. When you know how to write the best LinkedIn invitations, you're sure to wow your new colleagues.

Sample Message:

Hi Sally,

I'm so happy to have been able to join your advertising agency. I look forward to being part of such an innovative and dynamic group, and I'm excited to be able to contribute. See you around the office!

All the Best,

Brian

A Former Co-Worker

Don't assume right off the bat that this person remembers exactly who you are – give a quick refresher on when, where and how you worked with them. Don't be afraid to offer praise as well, especially if you're looking to reconnect. Make your intentions clear, and offer steps for future actions if you're hoping to rekindle a professional or platonic relationship.

Sample Message:

Hi Mark,

It was a pleasure to have been able to work together at XYZ Agency from 2005 to 2011. The office wouldn't have been the same without your knack for dealing with touch clients! Maybe someday we can meet up for coffee – I'd love to hear about your new job at ABC Agency.

Hope all is well,

Jason

Someone You Want to Work With

So maybe you want to collaborate on a side project, or you're seeking someone with a specific set of skills to contribute to your project. Whatever the occasion, make clear the relationship you're seeking to gauge whether or not the other person is interested. Plus, this is a situation in which it's especially important to give your professional background, and to detail the skills you see in the other person that would be helpful for the project.

Sample Message:

Hi Jordan,

I saw the projects you did for XYZ Agency, and I'm impressed with your work. My business is looking to work on a similar strategy, and your skills would be a great help. Let me know if you're interested in working together – I can be reached at sampleemail@gmail.com.

Thanks,

Caroline

A Company's Recruiter

Surely recruiters have seen their fair share of connection requests, but they probably haven't read the best LinkedIn invitations out there – that's where you come in! If you're looking to connect with a recruiter, you'll want to establish some type of common ground. Whether it's a mutual connection, membership in the same LinkedIn group or participation in a professional organization, make sure to mention that in your invitation message. Plus, it would be beneficial to share your strengths and skills, and to give some background information on your career experience, in order to show how you could be an asset for their company.

Sample Message:

Hi Aaron,

I see that you work with ABC Agency – I'm also in the marketing industry, and I've been working professionally in the field for five years. If you have time, I'd love to talk about whether my background would make me a fit for any openings in your office. Thanks!

All the Best,

Ashley

Someone You Met at a Networking Event

If you met someone at a networking event who you think could be an asset to your career, don't hesitate to reach out to them on LinkedIn! Chances are, though, they met dozens of people that day, so make sure you give them a specific reminder of who you are and how you met. Bonus points if you remember something specific you talked about at the event and can work that into the message! Give them a reason for connecting – whether you want to meet to trade tips, help with projects or meet other people in the field, mention that in your request.

Sample Message:

Hi Louie,

It was great meeting you at the Marketing Conference in New York last week. I really enjoyed hearing about how you're evolving your latest sales techniques – I'd like to chat even more as you perfect the process.

All the Best,

Catherine

Someone You Know Casually

For people you know on a more personal basis, it's okay to use a friendlier and more casual tone. However, just ensure that you don't get too lenient. Remember that the purpose of LinkedIn is still to connect with people professionally, so make sure you set those standards in your request message. If you're not connecting with a career focus in mind, another social media site might be more appropriate.

Sample Message:

Hi Christina,

It was great meeting you at Diane's dinner party recently. If you have the chance, I'd love to get in touch and hear more about what you do at XYZ Agency.

All the Best,

Shane

Someone You Admire

When connecting with someone whose work you admire, immediately establish who you are and why you want to connect, especially if you don't necessarily know them well. Include some brief background information on yourself, and reference specific projects they've completed and accomplishments in their career. Finally, include the reason you're reaching out to them. Invitations requesting an interview, advice or the chance to work together would all differ greatly, so make sure to distinguish yourself.

Sample Message:

Hi Blake,

I've been following your work with ABC Agency for the past year, and I'm impressed with all you've accomplished. I'd love to hear more about your work – if you have some time, I'd be interested in speaking to you about how you got to your current position.

Thanks,

Marcy

An Alumnus

Connecting with someone who attended the same college as you immediately establishes common ground and gives you something to talk about. Appeal to the person's sense of school spirit, and introduce yourself with some background information on your professional experience and goals. And again, make sure to provide them with a reason for connecting!

Sample Message:

Hi Chris,

I saw you graduated from NYU. I'm currently in my senior year there, and I'm excited to earn my degree (I'm sure you recall the feeling!). If you have time, maybe we can meet up to discuss your role at XYZ Agency – as a fellow marketer, I'd love to hear more about what you do.

Thanks,

Mark

Someone in the Same LinkedIn Group

When connecting with someone in the same LinkedIn group, mention that you're both part of that group in order to establish a common trait right away. Additionally, take the time to provide a personalized reason as to why you're connecting with them specifically. Do you admire their insightful posts in the group? Have you noticed their achievements in the field? Let them know why you want to connect and that you appreciate their work.

Sample Message:

Hi Kelly,

I'm also a member of the ABC Marketing LinkedIn group and I always find your posts to be incredibly helpful and thought-provoking. I'd love to be able to keep in touch and hear more about your work.

All the Best,

Jake

A head hunter

You can also use LinkedIn to approach a recruiter in response of job posting you are interested to apply for and send him/her a brief COVER LETTER

Relevant information related to the job description.

Dear [name]:

I came across your profile on LinkedIn and see that you are a recruitment specialist in [insert sector].

As a [insert your role title/function] interested in new positions in the [insert city] area, I would be keen to find out more about the positions you place and whether your agency might be able to assist me in my search.

I have [insert number] years of experience in the industry and most recently I have [insert a brief outline of your recent professional experience]. My key skills are [insert a few key points or strengths] and my career highlights include:

- [insert achievement – Example: "Saved XYZ organisation AUD\$200,000 by implementing a best practice ABC system in a 6-month timeframe"]
- [insert achievement]
- [insert achievement]
- [insert achievement]

[In this paragraph, summarise your unique selling proposition – Example: "I am a strong and effective communicator and proven leader, able to navigate the corporate environment and respond to its demands."]

I look forward to discussing my potential to contribute to your clients' [or organisation's] needs. Please do not hesitate to contact me on [insert mobile number].

Kind regards,

[Your name]