

## LinkedIn Communication Templates

These templates are meant to be a starting point for messaging prospective LinkedIn connections or people who have recently accepted your invitation to join your network. They can be customized to fit each individual situation.

### Invitation to Connect with a Prospect

The purpose of the invitation is to get the person to connect with you or, at a minimum, cause a marketing event (profile view) with your target audience.

Rather than sending the standard (default) LinkedIn invitation, personalize your invitation. There are numerous places from which you can send the invitation, but the safest one is from the person's profile rather than a list or other place where the *Connect* button is attached to the person's name and photo. Be succinct and to the point because you only have 300 characters, including spaces. Also, you cannot attach documents or share a link to a web page in your invitation.

Start your invitation with a greeting like "Hello" and then the person's name.

Here are three examples of good invitations:

*Jim Smith, a client for over 15 years, suggested that we connect. He thought you might be interested in having a chat about how we could help your organization. If that's the case, let me know. In the meantime, I would be honored to have you join my network.*

*Jim Smith, a member of my LinkedIn network, suggested that we connect. He thought you might be interested in having a chat about how we could help your organization. If that's the case, let me know. In the meantime, I would be honored to have you join my network.*

*I noticed from your profile that you attended Marquette [or are a member of a group, used to work at a particular company, etc.]. Based on your job responsibilities, I thought you might be interested in having a chat about voluntary benefits for your employees. If that's the case, let me know. In the meantime, I would be honored to have you join my network.*

## **Follow-up thank-you note to a prospect after s/he accepts your invitation to connect**

This is the message you should send—either through LinkedIn or traditional email—shortly after a person accepts your invitation to connect. Since it's a message to a connection, you can attach documents and include hyperlinks to web pages, and there is no character limit.

Once again, start your invitation with a greeting like “Hello” and then the person's name.

*Thanks for connecting on LinkedIn. As I mentioned in my connection request, I look forward to chatting with you. I could call you this Thursday at 2:00 or 3:30pm or I will be near your office on Monday and would love to stop in and meet you in person [or any other option you'd like to propose]. Does either option work for you?*

*In preparation for our meeting, I have attached to this message [something of interest to your prospects, e.g., testimonial, case studies, checklist, articles] or included a link to [similar information] that will help you understand how we help companies like yours.*

*I look forward to talking with you soon.*