

## INTRODUCTION

Hello,

As Social Selling replaces traditional cold calling, social networks become more important. Top Sales Reps master the art of doing business on LinkedIn. This guide is designed to help you write effective messages in LinkedIn. Outlined below are 4 reasons to send a message and 4 desired outcomes.

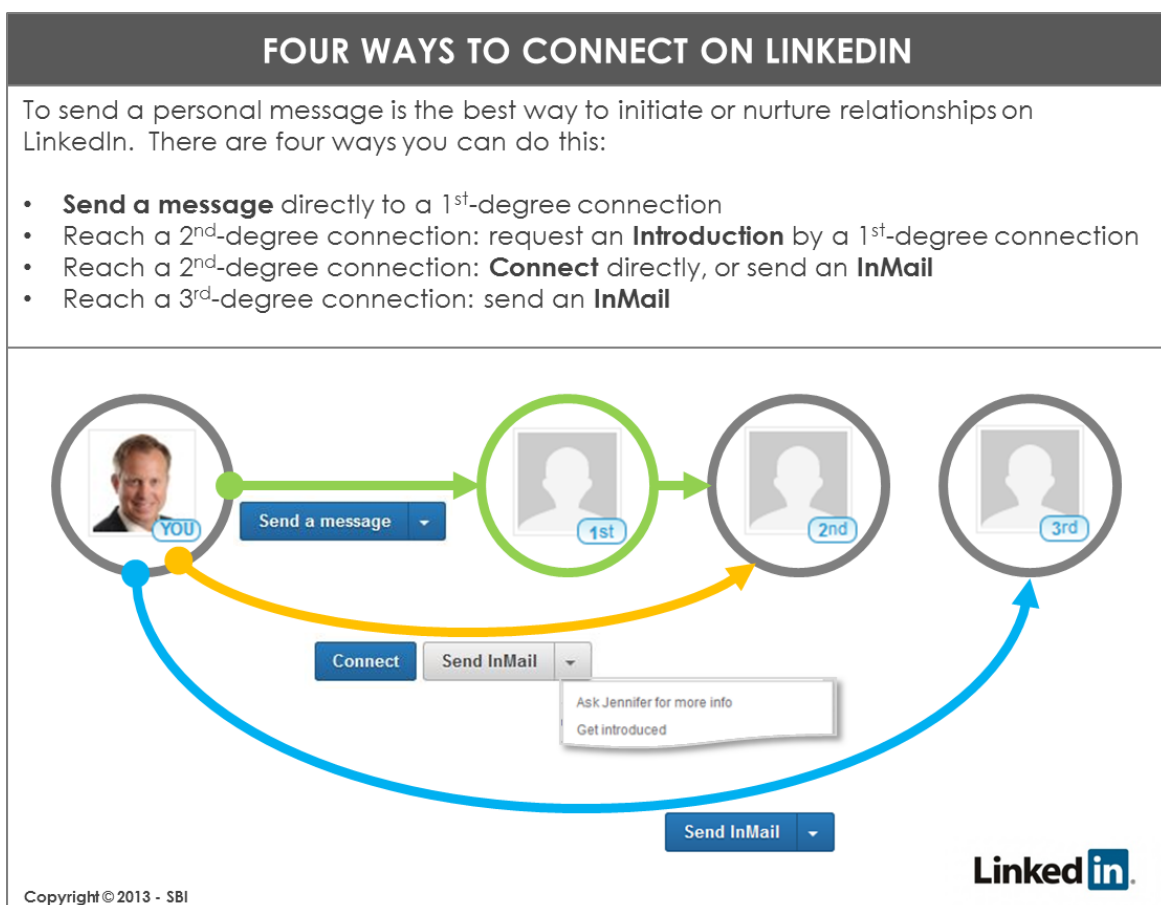
Reasons to send a LinkedIn invite or message:

1. You are asking one of your contacts for an introduction to someone in their network.
2. You are writing someone you don't know, but you have a common connection.
3. Someone shared an interesting link that you read and you want to connect with them.
4. You shared an article in your network and someone read it.

Types of desired results you expect when you send the message:

1. Referral/introduction to a new connection (grow personal network)
2. Idea exchange (improve self-evolution or improve account management)
3. Secure a phone or in-person conversation (start the sales process)
4. Subscriber acquisition (start lead generation process)

To help you get started, this document contains example messages, templates, and best practices.



## MESSAGE TEMPLATES

### General Template Outline

1. Subject Line
2. Salutation
3. State your commonality. 4. State why you are connecting. 5. Provide value.
6. Call to Action
7. Closing

### Template #1: You are asking one of your contacts for an introduction to someone in their network.

<Name>,

I wanted to connect with <Name of the connection> in your network. I have been trying to break into <the connection's company> for a few weeks now. If you know <Name of connection> well enough, can you introduce me to them?

Thank you for your help,

<Your Name>

#### EXAMPLE:

*John,*

*I wanted to connect with Julie Adams in your network. I have been trying to break into Acme for a few weeks now. If you know Julie well enough, can you introduce me to her? Our new product would be perfect for Acme.*

*Thank you for your help,*

*Bob*

**Template #2: You are writing someone you don't know, but you have a common connection.**

Dear <Name>,

We are both part of the LinkedIn <Group name> Group. I'm interested in learning from others who share the same challenges as me.

Your profile and articles you have shared in the past are very interesting. I would like to connect so I can follow your updates.

Regards,

<Your Name>

**EXAMPLE:**

*Dear John,*

*We are both part of the LinkedIn Technology Innovators Group. I'm interested in learning from others who share the same challenges as me.*

*Your profile and articles you have shared in the past are very interesting. I would like to connect so I can follow your updates.*

*Regards,*

*Bob*

**Template #3: Someone shared an interesting link that you read and you want to connect with them.**

<Name>,

Our common connection, <Name>, re-posted an article you shared on <Day/Date>. I enjoyed the article, especially the part about <Enter 1 or 2 insights>.

I would like to read more of what you share as part of my LinkedIn network.

Regards,

<Your Name>

**EXAMPLE:**

*Dear John,*

*Our common connection, Sam Jones, re-posted an article you shared yesterday. The article was a great read. Thank you for sharing. I agree with the author's main point that personal introductions work best in LinkedIn.*

*I'd like to read more of your posts as part of my LinkedIn network.*

*Regards,*

*Bob*

**Template #4: You shared an article in your network and someone read it.**

Hello <Name>,

Thanks for sharing my link today with your network. Glad you felt it was worth forwarding on.

I'd be honored to have you in my professional LinkedIn network.

Regards,

<Your Name>

## TIPS FOR GREAT LINKEDIN MESSAGE WRITING

Question	Yes/No	Comments
Who is my audience? (what Persona are they OR what are their responsibilities & objectives?)		
Why am I reaching out to this person?		
How are we connected?		
What are 5 key words that speak to my audience? (Did I use any of these key words in my message?)		
What is my reason to connect?		
What is my call to action?(what do I want to get out of this interaction?)		
Did I spell check my message?		
Did I send my message within 48 hours of when the initial action was taken? (ex. they shared something, they read something, a related news article was published, etc.)		
Are my sentences 14 word or less? (keep your sentences short and crisp)		
Is my note 5 sentences or less? (Avoid lengthy messages. Get to the point).		
Did my message provide value to this person? (Did I demonstrate why I would be a valuable connection for them?)		
Would my addition to their network add value for them?		
If my message does not provide value, did I compliment them on something positive I observed? (in their profile or what they shared)		
Would they add value to my network?		