



TEMPLATE FOR CONNECTION INVITES AND INTRODUCTION LETTERS

Sample Connection letter: 300 characters max.

The sole objective of what you write in an invitation is to connect (no selling), therefore, an invitation should:

1. Make a statement about their profile.
2. Tell them what you do.
3. Ask for the connection.

Connect from *within* a profile. Most people don't even send a note---they just use the LINKEDIN button with the standard message. By sending a custom note, it increases your chances of getting that new connection.

John was chosen as a sample because of his experience in his field for 9 years.

1. CONNECTION REQUEST:

John, your advancement to a (job title) and tenure with (COMPANY) caught my attention. In my current position as a (YOUR CURRENT ROLE), I'm building my online community of peers. Are you open to connecting?

Your name and phone number

2. INTRODUCTION REQUEST TEMPLATE:

Sample Introduction Letter to ask for a phone call: max 2,000 (but keep it short and deliberate!). With a connection, the next step is to ask for an introductory call. It may extend beyond a brief call but if you ask for an introduction vs. meeting, it insinuates a brief call and they are more likely to meet with you.

Therefore, an intro request should:

1. Thank them for the connection.
2. Reiterate what you do based on your common experience. At this point, you also may state that you are exploring other career options and in the information gathering (research) stage. *Do not say or hint that you're interested in a job.*
3. Ask for call to introduce each other.

4. Remember that as a networker and with the curiosity and intention of learning about your connections and being generous, you may also be a resource for your new connection. You approach this call as an equal!

3. REQUEST FOR INTRODUCTION

John, thanks for connecting on LinkedIn. I'm interested in networking with other (your profession) that have pursued a leadership role). In my current position with (your company) (state something that you're doing now that they can relate to), I am expanding my network to learn about new projects and career paths and also be a resource.

Are you open to a brief phone call for an introduction next Thur., 9/5 or Fri. 9/6 morning, PT?

*Regards,
Your name
email
phone*

4. RECONNECTION MESSAGE TEMPLATE (reach out to current 1st degree connections) This message should be customized based on your background with this connection:

Hi Cole. I was revisiting your profile and noticed your leadership role with X. It's been some time since our last conversation and it appears there have been some developments for both of us.

Let's reconnect with a phone conversation.

Would you be open to a brief phone call to catch up early next week (Monday or Tuesday)?

Name, Email, Phone

5. RECOMMENDATION REQUEST TEMPLATE FROM FIRST DEGREE CONNECTIONS:

Recommendations that are posted on your LinkedIn profile must come from FIRST DEGREE CONNECTIONS. Connect first before making your request from someone that knows you. Offer to reciprocate with a recommendation for them as well. You'll have the opportunity to accept or request changes before posting to your profile.

Requesting a recommendation provides you with the opportunity to

- Stay in touch with your network (find out what they're up to and your current career explorations). Make this a mutually beneficial experience.
- Deepen relationships.
- You stay top of mind
- They may have a referral opportunity for you!
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ON LINKEDIN, go to your connection's profile, and then choose RECOMMEND. ASK for information you want to appear on your profile. For example:

Cole, please provide a recommendation and comment on the X project we completed last year. I would appreciate your input on:

- 1- My ability to present to provide detailed analysis on product design and direction
- 2- My leadership skills for budget and timing objectives
- 3- My ability to collaborate with vendors and negotiate fees
- 4- The effectiveness of my leadership and production.

Thanks,

Name, Email, Phone