



Send a Message that Gets a Response:

CONNECTION INVITES AND INTRODUCTION LETTERS

There's a lot of messaging going on within LinkedIn so in order to ensure your messages are read, what you have to say and how you say it will help you stand out and increase chances for a response. A

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

1. Be focused on connecting with a connection letter. You'll have a max of 300 characters to write a compelling request.
2. Make a statement about their profile.
3. Tell them what you do.
4. 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 acceptance. connection.

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

1. CONNECTION REQUEST: (300 characters max)

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 email/phone number

2. INTRODUCTION REQUEST TEMPLATE:

Sample Introduction Letter to ask for a phone call: max 2,000 characters (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. They receive many solicitations and therefore, you'll have to make your request compelling. Why should they spend their time with you? How can you be a resource for them to make it worth their while?
3. Ask for a brief call to introduce each other. Back and forth dialogues via text or messaging WILL FIZZLE. Get them on the phone, on a conference call, or meet in person.



- 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 and as a valuable connection that can be a resource.

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 how I can 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

NOTE: You can also do some research so you're not making generic statements. For example, look at their profile, LinkedIn company page or google an article about their company (webpage) that can clue you in to some challenges they may be facing and the experience you have that can suggest you know about solutions for this challenge.

4. RECONNECTION MESSAGE TEMPLATE (reach out to current 1st degree connections that you've never met, but you're connected).

This message should be customized based on your background with this connection:

Mark, thanks for connecting on LinkedIn. I noticed that as a revenue officer, you keep a close eye on new sales and operational efficiencies.

In my current position at (your company), I've helped build revenue operations and a data science practices that work closely with sales and operations. The results have made substantial differences in the bottom line. I've also been the single point of contact for data needs when it came to expansion into international markets for growing the company.

I am expanding my network to meet key connections as mutual resources. Are you open to a brief phone or zoom call for an introduction in the next few days?

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

Let's have a brief reconnection (via phone or zoom). Can you 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

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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!

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 or 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

LETTERS TO THE C-SUITE

If you are an executive such as a VP or COO and want to secure a meeting with another C-Suite, there are some additional considerations in your messaging.

- 1) If you're in a leadership position and reaching out to a specific leader:
 - a. Research the company, articles, leadership/company quotes, to get an understanding of the company challenges. This is preparation for a compelling message.
 - b. How can you relate to their challenge with your expertise?
- 2) Keep your message short and to the point. Why should this person spend 15 minutes with you? Because you understand his/her issue, you have solved it before and may have some input for their solution.
- 3) Go in as a leader. Do not put them on a pedestal or say you would "love" to talk with them, or take a subordinate position in your communication. Remember, you want to send the signal that you are a leader as well and have something they need. It's about them, not how it serves you and that needs to come across.

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- 4) Suggest a “brief” meeting, say 10 min. Perhaps it will extend but let them know that the time commitment for them is short—and you will be prepared for the call to help them. You’re also a busy executive and respect your own time as well.
- 5) Give them some timing options and it’s best to also have a calendar link for them to choose (i.e. <https://calendly.com/> provides a free account). Example: “Let me know your availability or use this link to schedule..... XXXXX.calendly.com”

How can you be the solution for their challenges? Your compelling message is intended to peak their interest by providing a solution for their challenge.

GENERAL CHALLENGES TO ADDRESS. Which is the challenge they have?:

1. Revenue Generation
2. Cost Reduction
3. Expense Reduction
4. Increased Productivity
5. Customer Success
6. Use and Organization of Data
7. AI Adoption
8. Improved Employee Engagement
9. Positive Company Culture
10. Employee Retention

1) LI Request to Connect

Reggie, I have been following (their company) and the trends of (their industry). It appears that the challenge around (their challenge) needs to be addressed. As a COO specializing in (challenge), there may be a solution. Let’s connect.

Thanks,

Name, Email, Phone

2) Request for a Meeting with your new connection above:

Dear Reggie, I’ve been following (their company) and the industry challenges including (their challenges).

As a COO specializing in (your expertise), I see a plethora of opportunities where my expertise can augment (solving their problem) while providing for significant cost reductions, new revenue, improved culture, etc.).

There’s a lot of conversation around this topic and I recommend we have a quick call about how it can mitigate the challenges you’re experiencing. Worth a chat?

Best regards,
Name, email, phone

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3) Request for a Meeting, General Message to someone you don't know.

For example, you want a meeting with the CEO of a company you're following. You're not connected or did not get a referral or introduction. Write a short and sweet note to ask for chat where you can discuss how you've handled similar challenges and can share a solution.

This letter is 260 characters...

NAME, I've been following COMPANY and familiar with the challenges you're facing.

As a COO specializing in (your expertise), I've implemented solutions for similar problems for over X years. I may be able to offer some clarity and traction. Worth a chat?

Brian

4) Request for a Meeting With Previous Connections that you Know.

Dear NAME,

I trust your doing great at (company name). What special projects are you up to these days?

I'm interested in hearing about the work you're doing at (company name) and provide a quick update on what I've been up to lately. Perhaps we can be mutual resources---let's reconnect.

What works for you or use this link to schedule a time: CALENDLY LINK.

Warm regards,

Name, email, phone