



GrowthLead

# LINKEDIN MESSAGING TEMPLATES THAT CONVERT

LinkedIn became a really powerful channel for B2B lead generation and prospecting. With more than 600 million registered users and up to 40% reply rate makes this channel hard to ignore, especially if you are in B2B field.

It doesn't matter if you are searching for a prospect, want to connect with a person that inspires you or looking for career opportunities. In any of these cases, the final goal is to get connected with the person and start a conversation!

In order to do so, you need to connect first.

And this is an opportunity to make a good first impression and catch the attention!

Hence, you need to make sure you add a personal message, to explain a person where do you know him/her from and what's the reason you want to connect to increase your chances for success.

As LinkedIn is suggesting "You can customise your invitation". Do it!

### You can customize this invitation

X

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

There are 300 symbols, so it's not always easy to design a connection request message.

Build a quality network by connecting only with people you know.

Message (optional)

Ex: We know each other from...



300 / 300

■ PREMIUM

Don't know Markos Aristides? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Reactivate for Free](#)

Cancel

Send invitation

For this reason, we at **GrowthLead** have prepared some tips & tricks for you to keep in mind while designing your next LinkedIn connection request and templates (that actually work)!

# TIPS

## TIP 1

Typically it is good to keep LinkedIn message small and concise (you have only 300 symbols in the end). It is also good to open up with a question that engages conversation. Don't dive straight into selling your product/service. Remember, it's a request!

## TIP 2

It is good to keep your target searches below 1000 as you can create messaging that resonates more with the audience. (Using boolean search helps narrow this down).

## TIP 3

Don't talk about yourself. See what value you can bring to the person.

## TIP 4

Keep it personal (even if your messages are automated).

## TIP 5

Have an invite LinkedIn message attached.

## TIP 6

It's important to understand that there's no silver bullet. Improvise!

## TIP 7

Don't send a request saying "I've read your profile", when you haven't!

## TIP 8

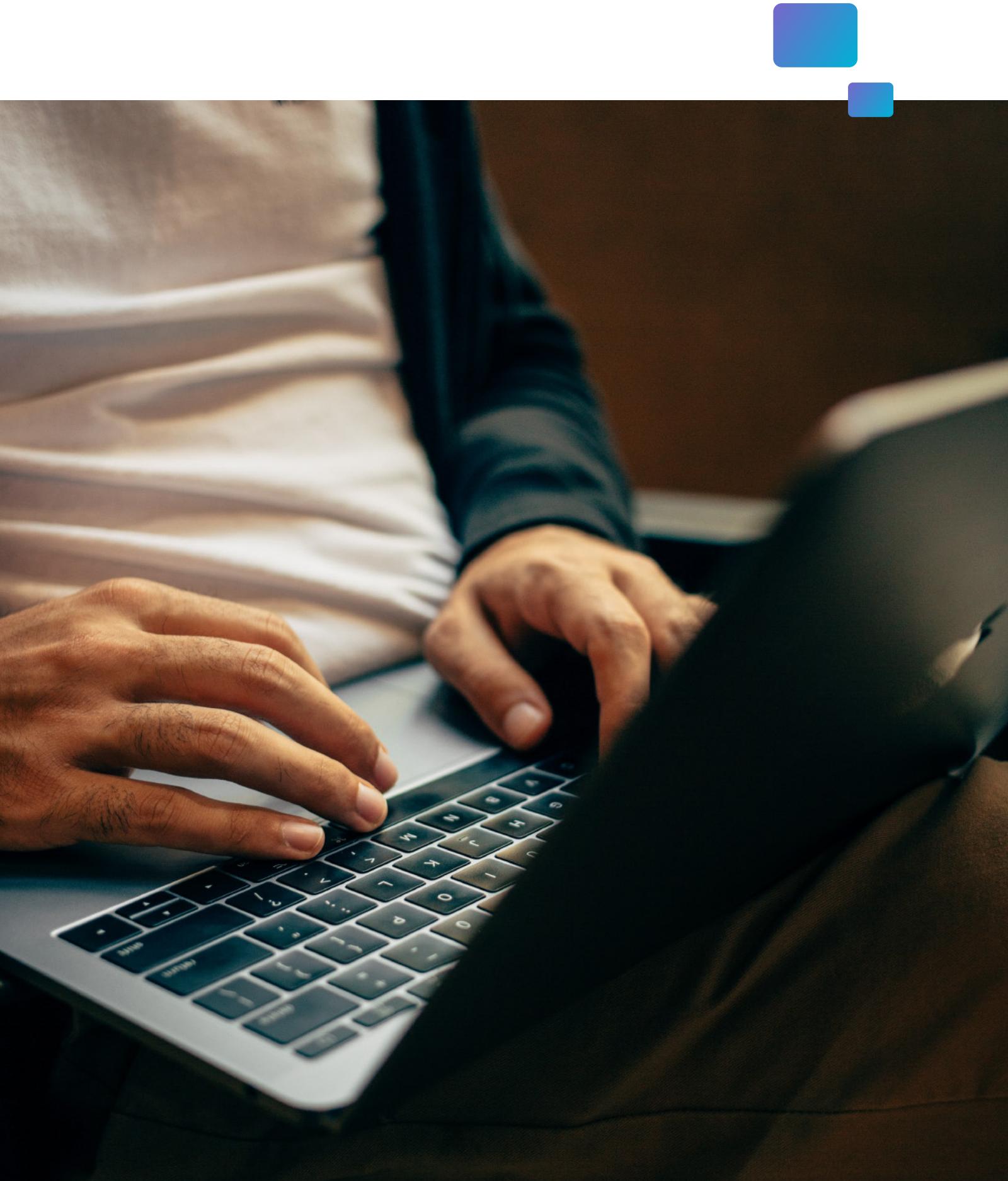
Don't send generic message "I would like to add you to my professional network".

## TIP 9

3-5 Follow-up works best on LinkedIn, also having the first message as +1 works better than 0!

## TIP 10

Remember, every contact and industry are different. Keep testing. Find your own formula for success.



# CONNECTION TEMPLATES

**Note:** Don't just copy paste templates, use them as a base. They are meant to be customised. Use the tips listed above to create your own unique template.

You can use general formula:

**Personalised greeting message + reference how you know them  
+ purpose of the contact + friendly ending.**

## V1 - General one

*Hi (First\_Name)*

*I noticed you're a (Role) in the (Industry) space and would love to have you on my network.*

*Look forward to connecting*

*(Name)*

Alternatively, instead of "would love to have you on my network" you can ask for feedback, specific advice or offer some value. For example, "would love to reach out to share some notes. Hope you don't mind connecting on here."

## V2 - Partnership

*Hi (First\_Name)*

*I like the look of your (Company or Idea), interesting concept. I wanted to discuss possible partnership & collaboration opportunity which may interest you.*

*Hope to speak soon*

*(Name)*

*(Webpage)*

## V3 - Collaboration

Hi (First\_Name),

Really interesting concept you've done with (Company). I see you offer (Related service from their website) and wanted to reach out and discuss possible collaboration with you.

Look forward to connecting - speak soon

Best,

(Name)

## V4 - Similar space

Hi (First\_Name)

I noticed (Company) is in the (Field) space and would love to connect since we are in similar spaces.

Look forward to connecting with you!

(Name)

## V5 - Same Location

Hi (First\_Name)

I am based in the (City/Country) and am connecting with other local (Field). Would be happy to have you in my network!

(Name)

# FOLLOW-UP

It's not enough to send only one connection message, don't forget to follow-up, if your prospect has approved your request. With **GrowthLead**, you can automate both the Connection Requests and follow-up messages. This would save you a 10X of your manual time, will help to generate more leads with less effort. You will be sure that you will never forget to follow-up, as it will be automatic!

## Follow-up templates

### 1st Follow-up - (1 day)

Hi (First\_Name),

Thanks for connecting! To introduce myself, I am the (Position) of (Company).

I just wanted to ask you a quick question, as the (Position) of a (Field) company.

How much does churn cost your company in MRR? (Alternative - you can use any other pain points related to the industry of your prospect).

Looking forward to hearing from you!

(Name)

### 2nd Follow-up - (4 days)

Hey (First\_Name),

I don't know if you got a chance to think about my last message, so I thought to follow-up. Let's say I could help you get a granular understanding of (Pain points), is this something you'd be interested in learning more about?

Best,

(Name)

## 3rd Follow-up - (9 days)

Hey (First Name),

I imagine you're probably too busy to think about these problems.

Most (Type) companies aren't getting a granular understanding of their data to solve their business problems.

We at (Your Company Name) helped (Type) companies around the globe (Solution including result (in number)). I'd love to jump on a call and show you how we can help (Company)).

Are you free tomorrow morning?

Thanks,

(Name)

(Position)

(Company Website)

## Bonus: Manual messaging (existing connections)

Hi (First\_Name),

Sorry for my previous messages. They were completely automated, but this message is not! I checked your profile and noticed that you manage a (Company), have you thought of (Value Proposition) to your services? If yes, we can support you with this.

Recently we (Your Company) offer (Solution) to those (Company Names) like yours to (Value Proposition 2). If you're keen let's have a quick call tomorrow, let me know what time suits you.

Best,

(Name)

## Quick follow-up

Hey (First\_Name)

Just floating this on top of your inbox, looking forward to your response.

Thanks,

(Name)



If you want to increase the number of quality connections you get on LinkedIn, being able to write an amazing connection request message is a great place to start. By following these tips and guidelines, you can boost your chances of successfully building your network on LinkedIn using **GrowthLead**.

## About GrowthLead

**GrowthLead** is a B2B social selling tool for LinkedIn that helps you scale your outreach. Our simple, 4-step social automation process allows you to take your sales prospecting and social selling game to the next level. Growth Lead takes 5 minutes to set up and runs seamlessly in the background so you can focus on closing.

[www.growthlead.io](http://www.growthlead.io)



**GrowthLead**