

Create LinkedIn Connection Messages That Get a Response

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1. Send a personalized connection request message

It is essential to include personal messages when sending connection requests to people you do not know on LinkedIn.

Think about your reaction when you get a random connection request from a stranger. You probably ask yourself: “Who is this person and why are they trying to connect with me?”

Effective lead generation requires a certain level of personalization of your communication so you can develop relationships based on trust and value. It’s for this reason that I ALWAYS stress the importance of having a personalized message when connecting with new people, specifically people you’ve never met before.

If you’re connecting with someone you haven’t met before and don’t include a personal note, don’t be surprised if they end up hitting *Ignore* and potentially the *I don’t know this person* option.

It takes only five people clicking the *I don’t know this person* link in response to your invitation to land you in **LinkedIn jail**. As a result, LinkedIn will restrict your account, requiring you to know the email address of the person you want to send a connection request to. This will be the end of your LinkedIn lead gen and social selling efforts!

Your goal with your connection request is to write it in a such a way – i.e., personalize – that your lead will be inclined to accept it.

LinkedIn connection request example

Hi [FIRST NAME],

[INSERT SOMETHING THAT INTERESTS YOU ABOUT THE PERSON].

[MENTION SOMETHING SPECIFIC YOU NOTICED IN THEIR PROFILE OR THE CONTENT THEY HAVE SHARED].

I’d appreciate the opportunity to connect with you on LinkedIn.

[YOUR NAME]

2. Send a thank-you (welcome) message to new connections

Once a lead has accepted your connection request, your next step is to build rapport with them by sending a welcome, or thank-you, message. Do NOT use this message to start selling to them.

The goal of your welcome message is to establish rapport and start a conversation, requesting nothing in return.

In this first message, in addition to thanking your prospect for connecting, I suggest you find something to compliment them on. It's also effective to ask them a very simple question, perhaps about their profession/business/company or something they have recently shared on LinkedIn.

Example welcome message (keep it short, simple and hyper-personalized)

Hi [FIRST NAME],

Thank you for connecting with me.

[INSERT COMPLIMENT ABOUT THEIR PROFILE/ PROFESSIONAL BACKGROUND/ ACCOMPLISHMENT/ CONTENT THEY SHARED, ETC.]

[ASK A QUESTION ABOUT AN INITIATIVE IN THEIR COMPANY OR SOMETHING THEY SHARED RECENTLY ON LINKEDIN]

[YOUR NAME]

Most people who send a thank-you/welcome message after connecting with someone send the sales pitch, and it doesn't work.

Fewer than 1% of LinkedIn users are getting results from the platform. And it's not because it doesn't work. It's because they make one of three mistakes. Find out what those [three mistakes are here](#).

3. Add value

Most people never get past the welcome message, so they fail to ever begin building relationships with their LinkedIn connections.

It's a good idea to send another message about a week after your thank-you message.

In this message, the goal is to offer value to your new connection/lead by providing them with a resource they would find useful or interesting. The content you share could be your own (**content creation**) or content created by someone else (**content curation**).

When deciding what content to share in your personalized outreach, you must consider these questions when it comes to your prospect:

- What are they interested in?
- What is currently important to them?
- What current problems do they face?

Example message (your only goal is to add value)

Hi [FIRST NAME],

[A PERSONAL STATEMENT OR QUESTION BASED ON THEIR PROFILE OR RECENT POSTS].

[MENTION THE RESOURCE YOU WANT TO SHARE ALONG WITH A COUPLE OF RELEVANT STATS OR INTERESTING POINTS DESCRIBING IT].

[A PERTINENT STATEMENT MADE FROM THE INFORMATION YOU PULLED FROM THE RESOURCE AND WHY IT MIGHT BE HELPFUL OR OF VALUE TO THEM].

If you want to check out [RESOURCE], I'd be happy to send it your way. Just let me know if it's of interest to you.

Have a great day.

[YOUR NAME]