

LinkedIn Connection Message Formula:

Personalized greeting + how you know them + why you want to connect + polite/friendly sign off

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Samples & examples:

SOMEBODY THAT YOU MET AT A CONFERENCE OR EVENT

“Hi _____, it was so great meeting you at the ____ (event name). Our conversation about _____ really got me thinking more about _____! I’d love to stay in touch and stay in the loop of what you’re up to.”

“Dear _____,

It was great speaking to you at _____ in _____ (city of event) last month. It sounds like you’re up to all sorts of cool things! I’d love to connect and keep in touch.”

Chat soon, _____”

“Hi _____!

It was great meeting you at the _____ (name of event) in (city) last week. I really enjoyed hearing about how you’re (give context to what you spoke about) – I’d like to follow your work and watch you progress!

Best,
_____”

A CLIENT /INFLUENCER/LEADER IN YOUR INDUSTRY

“Hi _____,

I’ve been following your content and I’m so impressed with all you’ve accomplished. I recently read/listened to interview/watched video of you, I’d love to discover more about your work and support you!

_____”

SOMEBODY THAT WENT TO THE SAME SCHOOL AS YOU

“Hi _____!

I see that you graduated from my current university, _____ (name of school). It’s so inspiring to see alumni making their mark! I’m a _____ major and would love to learn more about your work with _____ (person’s current employer).

Thanks so much, _____”

REACHING OUT TO A RECRUITER

“Hi _____,

I noticed that you are a recruiter in the _____ (name of city) area. I wanted to reach out o discuss potentially working together. I’m a _____ (share your experience) and currently seeking new opportunities. I’d love to find out if I may be a fit for any of your current openings.

Hope to chat soon, _____”

“Hi _____,

I see that you work for _____ (name of recruiting agency). I wanted to reach out because I’m currently exploring new opportunities. I’ve been working professionally in (name of industry) for (number of years), and I’m so ready for my next big challenge! If you have time, I’d love to talk about whether my background would make me a fit for any openings you have. Thanks!

Chat soon,
_____”

SOMEBODY YOU’D LIKE TO WORK WITH

“Hi _____,

I’ve noticed your presence here on LinkedIn, and I’m so impressed by your work! I’d love to see if we can work together on (give context to the project or position), would you be open to discussing via a quick phone call or over coffee?

Looking forward to possibly working with you!”

“Hi _____,

I saw the work that you did for _____, and I’m super impressed! My company is looking for help on _____, and your skills might be a great fit. Let me know if you’re interested in working together, I can be reached here or at (email address). Chat soon, and keep up the good work!”

PROSPECT WHOSE CONTENT YOU FOUND ON LINKEDIN

“Hi _____,

I recently stumbled upon your (LinkedIn article/post/video) about (topic), and I was blown away. I couldn't agree more about your take on (topic), and knew I needed to try and reach out. I'd love to connect and keep up-to-date with your inspiring content.

Sincerely, _____”

These are ALL templates that I've used at one point or another or would use, so I hope you found them helpful. May the LinkedIn odds be ever in your favor!

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A Colleague

Everyone loves feeling like their contributions have been noticed, so when connecting with co-workers, mention their projects, interests, or strengths. This is an ideal way to give your colleagues a boost and strengthen your professional relationships. It may even be just the prompt they need to endorse you or write you a glowing LinkedIn recommendation.

Hi Mariah,

Although I've never gotten the chance to work with you directly, I've heard rave reviews about your sales techniques and ability to work with tough clients. Hopefully one of these days I can see you in action! 'Til then, I'll catch you in the break room.

Best,

Emily

A New Colleague

Obviously, you'll want to be less familiar if you're connecting with people you've just met. Say you recently landed a role with a tech company and you want to connect with your supervisor. You should still compliment her and show you're familiar with what she does—just be a little more reserved.

Dear Colette,

I'm so excited to join the product development department. The team's innovation and commitment to always finding the best testing methodologies is one of the reasons I was so drawn to work at Jones Wheeler. Looking forward to contributing.

Best,

Ryan

A Former Co-worker

You'd assume everyone you'd ever worked with you would remember you, but if you worked at a big company, if you only had the job for a year or two, or if it was a long time ago, you might find your connection requests being denied. There's an easy fix: Describe exactly when, where, and how you worked with someone.

Dear Mike,

It was such a pleasure working together at GX from 1999 to 2001. Your computer troubleshooting skills were the best in the office—can you imagine if we had to go back to working on those huge computers? If you have the chance, I'd love to catch up and learn more about what you're doing in your new role at Microsoft.

Best,

Alisha

Someone You Know Casually

It may seem a little awkward to personalize a connection request to Joe, a friend of a friend who you've talked to at a couple get-togethers. The last time you saw each other, you were swigging beers—won't it feel weird to slip into work-speak?

Yup—so don't! Use a friendly tone, but reference Joe's career to acknowledge you're not at a party, you're on LinkedIn.

Hey Joe,

I'm glad Aaron introduced us. Next time we run into each other, you'll have to tell me more about what you do for Pfizer—I've always been interested in the healthcare industry.

Cheers,

Doug

Someone You Met at a Networking Event

When you're trying to connect with people you only talked to for a couple minutes or hours, it's important you remind them right away who you are. Give a reason for connecting as well. A good default is so you can keep tabs on their career, but you can also suggest meeting for coffee, trading tips, providing each other with new contacts, helping each other with projects, informing each other about open positions, discussing industry news—the possibilities are endless.

Dear Mark,

It was great speaking to you at the ESRI User Conference in San Diego last month. The mapping and charting work you do for airports sounded fascinating! I'd definitely like to stay up-to-date on your career.

Thank you,

Lindsey

Someone You Admire

Sending connection requests to total strangers is always tricky, because their first instinct is to say no. Again, it's important to immediately establish who you are and why you're reaching out. Prove you're not just on a hunt to break 500 contacts by specifically referencing projects they've worked on or achievements they've made. (Bonus points if you find this info on an external site, not LinkedIn!)

You should also include an ask—the reason you're reaching out. Maybe you want an informational interview, or a way to see what he or she is working on, or the opportunity to help him or her with a project. One exception: You should never ask for a job over LinkedIn.

Dear Erin Holt,

I'm a college senior interested in working in marketing. For the last year, I've been following your work for Bryan & Associates, and it's really impressed me. I particularly loved your campaign recent campaign in The Atlantic—that multimedia component was totally unexpected and really effective. If you ever have 20 or so minutes, I'd love to hear more about

how you started working in the field and what skills you believe are most relevant to the profession.

Thank you so much,

Fina Beauchamp

Someone in the Same LinkedIn Group

Maybe you're in the Society of Professional Journalists group, and you notice one frequent poster always posts unique insights and relevant articles. Luckily, the fact you're **in the same group** gives him an automatic reason to accept.

Dear Ron,

I'm also in the Society of Professional Journalists, and I've really enjoyed reading your posts. The piece you shared a week or two ago about the future of data journalism was pretty thought-provoking. I'd love to keep in touch and learn more about your work.

Best,

April

A Recruiter

In general, you should contact recruiters **with which you have something in common**, whether that's a mutual connection, participation in a professional organization, or membership in the same LinkedIn group. If you want to reach out but *don't* have anything in common, career expert Jenny Foss **recommends checking out what groups a recruiter is in and joining one of them.**

Dear Samantha Kennedy,

I found your profile on the Association of Professional Women page and wanted to reach out to discuss potentially working together. I'm a social media strategist with six years of experience and currently seeking new opportunities. I'd love to chat about whether my background might be a fit for any of your openings, and I'd also be happy to connect you with other professionals in my field.

Looking forward to hearing from you,

Kendra Holloway

College Alumnus

Most people feel fondly about their alma mater, which means your request has a good shot of being successful. Appeal to their school spirit, and, like always, prove you spent more than 30 seconds on their LinkedIn profile before you clicked "Connect."

Dear Steve,

I see that you graduated from my current university, UC Berkeley—go Bears! I'm an aerospace engineering major and would be excited to hear more about your work with NASA. I'll be in your area in a few weeks for vacation; if you have any free time, I'd love to meet up for coffee.

Thanks so much,

Evan Beasley

P.S. Did you watch Saturday's game against Stanford? That last quarter was so tense.

Someone You Want to Work With

Perhaps you're trying to get a side project off the ground, and you want to hire a graphic designer. Or maybe you're a software engineer looking to collaborate with someone who's really experienced in a particular coding language. Or maybe, like the writers that contact me, you want someone to bounce ideas off of and trade feedback with.

The key is making it explicitly clear the kind of relationship you're seeking. If they're not interested, you'll want to know right away so you can move on to the next potential partner.

Dear Sarah,

I was really impressed by the social media strategy you put together for Bella Bru Coffee Shop. I'm also a small business owner, and I'm interested in hiring you for a similar project. If you're interested, let me know and we can arrange a phone call to discuss timeline, rates, scope, etc.

Looking forward to possibly working with you,

Rebecca

A Colleague

Hi (first name),

I know we've never had the chance to work together directly, but I've heard great things about your skills and achievements. I hope we'll get the chance to work together soon!

Until then, hopefully, we can catch up on our coffee break.

All the best,

(First name).

- **A New Colleague**

Hi [first name]

I'm very excited that I've been given the opportunity to join your team. I'm very much looking forward to working alongside such a dynamic, talented group of people.

See you around the office soon, and hopefully, we can catch up!

Best wishes,

[Your first name].

- **A Former Co-worker**

Hi [first name],

It was great working to you at xxx company back in 2014. It really wouldn't have been the same without you helping me out with xxx project.

How's your new position at xxx going? It'd be great to catch up sometime!

All the best,

[Your first name].

- **Someone You Want to Work With**

Hi [first name],

I'm a big fan of the work you've carried out for xxx agency. Your work is very interesting, and as my business uses similar strategies, I would love it if we could work together on my next project.

If it's something you're interested in, you can get in touch with me at (email address).

Looking forward to hearing from you,

[Your first name].

- **A Recruiter**

Hi [first name],

I've just seen that you work with xxx recruitment agency. As a marketing professional, I've been working in the industry for several years.

If you get a chance, I'd love it if we could talk and see if you have any opportunities that are suitable for someone with my background.

Thanks in advance,

[Your first name].

- **Someone You Met at a Networking Event**

Hi [first name],

It was great to meet you at xxx conference last week. Your upcoming book sounds so interesting, and I'd really like to stay up-to-date on your career in the future!

Thanks a lot,

[Your first name].

- **Someone You Know Casually**

Hi [first name],

It was lovely to meet you at xxx event the other day. I'd love to keep in touch and hear more about the work you're doing for xxx agency at the moment.

I hope to hear back from you soon, or whenever you get the chance!

Best wishes,

[Your first name].

- **Someone You Do Not Know Personally, but Admire**

Hi [first name],

I've been following the work you've been doing for [Company name] in the last few months, and I'm very impressed with how much you've achieved in such a short time!

If you get the time, I would love to speak more about your work and how you got the opportunity to work on this kind of project.

All the best,

[Your first name].

- **Someone in the Same LinkedIn Group**

Hi [first name],

We're both a member of xxx group and I always enjoy reading your posts. I find them so helpful and interesting.

It'd be great if we could keep in touch so I can learn a bit more about your work.

Thanks,

[Your first name].

- **An Alumnus**

Hi [first name],

I can see from your profile that you also graduated from xxx university. I'm in my final year at the moment and can't wait to get my degree!

As a fellow marketer, I'd love it if we could meet up and discuss your current role at xxx agency. It would be great to hear more about your role and what you do.

Best wishes,

[Your first name].