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]