

# LinkedIn Messages

## AIDA Marketing Model

- **Awareness:**

How do we make connections aware of our products or services?  
What is our outreach strategy? What is our brand awareness campaign?  
Which tools or platforms do we use? What should the messages be?

- **Interest:**

How will we gain their interest? What is our content strategy?  
Social proof available to back up our reputation? How do we make this information available and where? Exp: on website, via videos, customer ratings.

- **Desire:**

What makes our product or service desirable? How do we interact personally to make an emotional connection? Online chat? Immediate response to LinkedIn feed? Share tips and advice?

- **Action:**

What is the Call To Action?  
Think about which marketing channel/platform you are using and how to engage  
Exp: with Emails, Website, Landing Pages, Inbound Phone Calls etc

## The Ultimate Message

1. Be Professional
2. Don't be Desperate
3. Don't be Self-Serving
4. Stop being a Robot

The energy of desperation creates only more desperation and no worthy professional should stoop down becoming a robot

## Template: Connection Request

Send invitation to connect to your ideal client:

Hi <Name>,

<Insert something personal or that interested you about person.  
<Insert something you share in common>. I'd appreciate the opportunity to connect with you on LinkedIn.

Warmest Regards  
<Your Name>

**OR**

Hi <Name>,

<Insert why you would like to connect>. <Validate why this will be to their benefit>. I'd appreciate the opportunity to connect with you on LinkedIn.

Warmest Regards  
<Your Name>

## Template: Welcoming Message

The invitation to connect was accepted:

Hi <Name>,

Thank you so much for connecting with me.

Congratulations on <select something from the profile, their experience or achievements or the latest article and elaborate on why you feel the need to congratulate them>

What's next for you at <insert their company name>, are you working on any exciting projects?

Thanks again for connecting and if I can be a resource to you please do not hesitate to reach out to me.

Warmest Regards,

<Your Name>

**OR**

Hi <Name>

Thanks for connecting with me. I look forward to getting to know you and seeing how we can benefit each other's network.

If you ever have any questions regarding <your business focus, event, product or service > I'd be happy to help, even if it's just asking for advice.

Warmest Regards,

<Your Name>

## Template: Build The Relationship

Hi <Name>,

<A personal statement or question from profile research>.

<Mention the resource i.e. report / article / link you want to share along with a couple of relevant stats or interesting points included in the resource>.

<A pertinent statement made from the information you pulled in the resource and why it might be helpful or of value to them>.

If you want to check out <Resource Name>, you can find it here:  
<resource URL>.

If you have any questions or if there is something I can help you with, feel free to reach out to me.

Warmest Regards,  
<Your Name>

## Template: Move The Conversation Offline

Hi <Name>

Hope you are doing well.

I was working recently with a client in your industry and it occurred to me that some of the insights and strategies I helped them with would be highly beneficial to you as well.

Well, that is an assumption of course, as I'm assuming you're interested in <improving whatever you focused on with the client>.

Is this even a medium level priority for you right now?

I'd be happy to share a couple of insights with you over a quick phone call, do you have 10 minutes free in the next few days?

Let me know a couple of days and times that work for you and I'd be happy to chat with you.

Warmest Regards,

<Your Name>

## Template: Ask For An Introduction

Hi <Referrer Name>,

I hope all is well with you. <A personal statement or question from profile research>.

I notice that you are connected to <Referral First & Last Name> on LinkedIn and I was wondering if you knew her/him well enough to make an introduction. If you do, I'd really appreciate it if you can do a quick intro.

I'll even write a short introduction note (in a separate message) so you don't have to spend more than a minute on this.

I really appreciate any assistance you can offer. Of course, if I can ever introduce you to anyone in my network, please don't hesitate to ask.

Warmest Regards,  
<Your Name>

### **They Said Yes, Now Send Your Follow Up Message**

## Template: Follow Up Message

Hi <Referrer Name>,

Thank you so much for agreeing to introduce me to <Referral Name>. I wanted to make this super easy for you so I have included a message below that you can easily copy, paste and send. Of course, feel free to edit it as you see fit.

Hi <Referral Name>,

I hope all is well with

you. I'd like to introduce you to <Your First & Last Name>,

<statement of how you have previously helped the person making the introduction or something about your relationship with them>.

<The reason for the introduction>.

<Encouragement for the referral to reach out to you>.

I'll leave it to the two of you to take it from here.

<Referrer Name>

<Your Name>