

LinkedIn Connection Request Templates

Purpose: Short, honest connection request and follow-up messages you can adapt in your own voice, plus a one-page weekly routine. Replace anything in [brackets], and always check the length your own LinkedIn account allows for notes.

Golden rules

- ☐ Say why you are getting in touch, in one sentence.
- ☐ Be specific: a post, an event, a mutual contact.
- ☐ Do not pitch in the request.
- ☐ Be easy to say no to.
- ☐ Send each request yourself, as a real person. Do not use automation tools.
- ☐ Spread requests across the week, and stop if LinkedIn shows a limit warning.

Templates for connection requests

1. After an event: "Hi [Name], great to meet you at [event]. I enjoyed your point about [topic]. Would be good to stay in touch."
2. After a post: "Hi [Name], I read your post on [topic] and it made me think about [short thought]. I would be glad to follow your work."
3. Local business owner: "Hi [Name], I am also a [role] in [town]. I like what you are doing at [company]. Thought it would be good to connect locally."
4. Mutual contact: "Hi [Name], [Mutual name] suggested we should talk. I work with [type of business] and thought it was worth saying hello."
5. Past client or colleague: "Hi [Name], it has been a while since [project or place]. I would love to keep in touch and see what you are up to."
6. Speaker or author: "Hi [Name], I enjoyed your [talk, article or book] on [topic]. A particular takeaway for me was [takeaway]. Would be glad to connect."
7. Potential partner: "Hi [Name], I think our work overlaps: you help [group] with [thing], and I help with [other thing]. No pitch, just keen to know more."
8. Group member: "Hi [Name], we are both in [group]. I liked your comment on [topic]. Would be good to connect."

Follow-up messages after they accept

1. Thank you: "Thanks for connecting, [Name]. I would be interested to hear what you are focused on at the moment."
2. Helpful: "Thanks for connecting. I saw you mentioned [challenge]. I wrote a short guide that might help, if you would like the link."
3. Soft invitation: "Great to be connected, [Name]. If you are ever up for a quick coffee or call about [topic], I would be glad to."
4. Event invite: "Thanks for connecting. We are running [event] on [date]. No obligation, but you would be very welcome."

What not to send

- Long messages about your services.
- Copy and paste messages that ignore the person.
- Repeated follow-ups to someone who has not replied.
- Anything that suggests you have met when you have not.

Weekly routine (about 20 minutes a day)

1. Monday: List ten people you would like to know this week.
2. Tuesday: Leave a thoughtful comment on posts by three or four of them.
3. Wednesday: Send a few personalised requests using the templates.
4. Thursday: Message people who accepted, using the follow-ups.
5. Friday: Post one useful update and note who engaged.

- ☐ Targets listed
- ☐ Comments left
- ☐ Requests sent
- ☐ Thank-yous sent
- ☐ Post published

Monthly tidy-up

- ☐ Withdraw old requests that nobody answered.
- ☐ Note which messages led to real conversations.
- ☐ Update your headline, About section and featured content.
- ☐ Set next month's list of ten people per week.

Profile checklist before you send

- ☐ Clear, friendly photo
- ☐ Headline says who you help
- ☐ About section written in plain language
- ☐ One featured item that shows your work
- ☐ Some recent activity

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