



## Determining What to Say to in Your LI Connection Invitation



### **If you're connecting with someone you *know well*..**

LI's message invitation provides a great opportunity to say something nice and reinforce the relationship.

### **If you're connecting with someone you *don't know well*...**

LI's message invitation provides a great opportunity to remind him or her how you met.

### **If you are connecting with someone you *don't know at all*...**

LI's message invitation provides the only way to convince the person that you're worthy of connecting with.

Just a reminder, you should never ask for a job over LinkedIn!

## 10 Scenarios and Templates to Help you Craft the Best LinkedIn Invitation

### **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 great things about your sales techniques and your ability to work with tough clients. Hopefully one of these days I can see you in action!*

*Best, Emily*

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### **A New Colleague**

You'll want to be less familiar if you're connecting with people you've just met. Say you recently accepted a position 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.



## Your LinkedIn Profile: Connection Invitation Templates

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*Dear Maggie,*

*I'm so excited to join the nutrition 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 XYZ Company. Looking forward to contributing.*

*Best, Ryan*

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### A Former Co-Worker

You'd assume everyone you'd ever worked with you would remember you, but that might not be the case 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 but there's an easy fix for this:

- Describe exactly when, where, and how you worked with the person you want to connect with:

*Dear Mike,*

*It was such a pleasure working together at Hospital PDQ from 2010 to 2012. Your clinical troubleshooting skills were the best in the lab! If you have the chance, I'd love to catch up and learn more about what you're doing in your new role at XYZ company.*

*Best, Dawn*

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### Someone You Know Casually

It may seem a little awkward to personalize a connection request to Sam, a friend of a friend who you've talked to at a couple get-togethers. Use a friendly tone, but reference Sam's career to acknowledge you're both professionals.

*Hey Sam,*

*I'm glad I saw you at the XYZ event. Next time we run into each other, you'll have to tell me more about what you do for the PDQ Company—I've always been interested in the healthcare industry.*

*Cheers, Dan*

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### 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



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industry news—the possibilities are endless.

*Dear Mark,*

*It was great speaking to you at the MNO Conference in Phoenix last month. The mapping and charting work you do for the global health initiatives sounded fascinating! I'd definitely like to stay up-to-date on your career.*

*Thank you, Lindsey*

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### Someone You Admire

Sending connection requests to total strangers is always tricky, because their first instinct is to say no. It's important to immediately establish who you are and why you're reaching out. You can specifically reference projects they've worked on or achievements they've made that you are interested in for example.

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.

*Dear Erin,*

*I'm a college senior interested in working in pediatric oncology. For the last year, I've been following your work for PDQ & Associates in the pediatric LinkedIn group, and it's really impressed me. I particularly loved your recent article in The Atlantic—that data was totally unexpected and really exciting.*

*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*

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### Someone in the Same LinkedIn Group

Maybe you're in the [American Public Health Association \(APHA\)](#) group, and you notice one frequent poster always posts unique insights and relevant articles. Luckily, the fact that you're in the same group gives him/her an automatic reason to accept your request.

*Dear Ronald,*

*I'm also in the American Public Health Association group, and I've really enjoyed reading your posts. The piece you shared a week or two ago about the future of data in healthcare was pretty thought-provoking. I'd love to keep in touch and learn more about your work.*

*Best, Amy*

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## Your LinkedIn Profile: Connection Invitation Templates

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### 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, check out what groups the recruiter is in and join one of them.

*Dear Ms. 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 higher education professional 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 who recently graduated with me. Looking forward to hearing from you, Kianna Holloway*

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### An Alumnus

Most people feel fondly about their alma mater, which means your request has a good shot of being successful at connecting with them. 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, the University of Vermont! I'm pursuing my Masters Degree in Public Health and would be excited to hear more about your work with the National XYZ Association. 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, Harry Potter*

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### Last but not least...

Check out LinkedIn's Official Tip Sheet: [How to Communicate on LinkedIn](#)