




# *Guidelines for LinkedIn Outreach*

Career Strategies and Engagement (CSE)

**Brandeis**

INTERNATIONAL  
BUSINESS SCHOOL



*LinkedIn is a powerful tool for networking.  
Here are some guidelines for composing an  
effective outreach message on LinkedIn.*

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## Recommended Articles

### [LinkedIn Outreach: How to Increase Your Close Rate on LinkedIn<sup>1</sup>](#)

Although the article is geared towards salespeople, the lessons presented are very applicable to LinkedIn outreach as well. The article recaps five important things you should do to increase your response rate on LinkedIn:

1. Study your target's profile
2. Look for a common connection
3. Look for a common interest
4. Keep your message short and sweet
5. Ask a question they'll care about

### [Critical Dos and Don'ts of LinkedIn Networking<sup>2</sup>](#)

This article presents several guidelines about presenting yourself on LinkedIn in general. The most noteworthy piece of advice is the following: "Don't blanket connect. Before you ask for a connection, learn about the candidate. Be ready to explain why they should connect with you."

### [How to Write the Perfect LinkedIn Connection Request<sup>3</sup>](#)

This article outlines three key pieces of advice about connections on LinkedIn:

1. Connect with people you know
2. Connect with people you want to know
3. Get people to send connection requests to you

The author also provides a blueprint for writing good LinkedIn requests, which consists of the 5 P's:

1. Polite
2. Pertinent
3. Personalized
4. Professional
5. Praiseful

### [Guidelines for LinkedIn<sup>4</sup>](#)

The main takeaway from this article is the importance of personalizing your messages on LinkedIn, building on any experiences or interests you and the other person have in common. This is much better than sending generalized connection messages with no personal touch.

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<sup>1</sup> Efti, Steli. "LinkedIn Outreach: How to Increase Your Close Rate on LinkedIn." *The Close Sales Blog*, The Close Sales Blog, 20 Feb. 2020, [blog.close.com/linkedin-sales-outreach/](http://blog.close.com/linkedin-sales-outreach/).

<sup>2</sup> Daum, Kevin. "20 Critical Dos and Don'ts on LinkedIn." *Inc.com*, Inc., 25 Oct. 2013, [www.inc.com/kevin-daum/20-critical-dos-and-donts-of-linkedin-networking.html](http://www.inc.com/kevin-daum/20-critical-dos-and-donts-of-linkedin-networking.html).

<sup>3</sup> "How to Write the Perfect LinkedIn Connection Request." *WordStream*, [www.wordstream.com/blog/ws/2016/01/18/linkedin-connection-requests](http://www.wordstream.com/blog/ws/2016/01/18/linkedin-connection-requests).

<sup>4</sup> Bowerman, Todd. "Guidelines for LinkedIn." *Small Business - Chron.com*, Chron.com, 21 Nov. 2017, [smallbusiness.chron.com/guidelines-linkedin-62025.html](http://smallbusiness.chron.com/guidelines-linkedin-62025.html).

# LinkedIn Outreach Examples

## Example #1: Common Group Connection

Hi [name],

My name is [your name] and I am a [program name] student at Brandeis International Business School. We're both members of [LinkedIn Group] and I noticed that you had some pretty insightful comments about [something they commented on in the group]. I was interested to learn that [something you learned from their comment].

If you're open to it, I'd enjoy discussing the topic further. Any interest in setting up a 15 minute call later this week?<sup>5</sup>

Thanks!

[Your name]

## Example #2: Short And Sweet

Hi [name] – Hope you're well! I found your profile through [mutual connection / mutual group / mutual school] and am interested to learn about your background in [their industry]. Any availability to connect either online or on the phone? – [Your name]<sup>6</sup>

## Example #3: Using Flattery

Note: Be cautious that the flattery is not over the top. Know your audience.

Hello [name],

It's a pleasure to "meet" you! I have been following your work with [their company name] for some time, and was really impressed to hear about [something recent and notable they've done].

I've worked with companies like [company name] to bring similar projects to life, and if you're open to it, would love to discuss. Are you available for a quick phone call later this week?

Thank you!

[Your name]<sup>7</sup>

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<sup>5</sup> Adapted May 2020 from

Herrick, Jonathan. "5 Best Cold Outreach Templates for LinkedIn." *Hatchback*, 22 Aug. 2019, [www.hatchback.com/blog/cold-outreach-templates-linkedin/](http://www.hatchback.com/blog/cold-outreach-templates-linkedin/).

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

#### **Example #4: Person You Met at a Conference or Networking Event**

##### **Version A:**

Hi [name], it was so great meeting you at the [event name]. Our conversation about [context] really got me thinking more about [context]! I'd love to stay in touch and stay in the loop of what you're up to.<sup>8</sup>

##### **Version B:**

Dear [name],

It was great speaking to you at [event] 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, [your name]<sup>9</sup>

##### **Version C:**

Hi [name]!

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, [your name]<sup>10</sup>

#### **Example #5: Brandeis International Business School Alumni**

"Hi [name]!

I see that you graduated from my current university, Brandeis International Business School. It's so inspiring to see alumni making their mark! I'm a student in the [program name] and would love to learn more about your work with [person's current employer].

Thanks so much, [your name]<sup>11</sup>

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<sup>8</sup> Adapted May 2020 from Alexis, Michaela. "6 Message Templates for LinkedIn Connection Request Success." *Michaela Alexis*, 6 June 2019, [www.mickalexis.com/micksinnerthoughts/2019/6/6/6-templates-to-get-your-linkedin-connection-requests-accepted](http://www.mickalexis.com/micksinnerthoughts/2019/6/6/6-templates-to-get-your-linkedin-connection-requests-accepted).

<sup>9</sup> Ibid.

<sup>10</sup> Ibid.

<sup>11</sup> Ibid.

## Example #6: Reaching Out to a Recruiter

### Version A:

“Hi [name],

I noticed that you are a recruiter in the [name of city] area. I wanted to reach out to 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, [your name]<sup>12</sup>

### Version B:

Hi [name],

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, [your name]<sup>13</sup>

## Example #7: Person Whose LinkedIn Content You Liked

Hi [name],

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, [your name]<sup>14</sup>

## Example #8: Someone You Met Casually Before

Hey [name],

I’m glad [mutual connection] introduced us. Next time we run into each other, you’ll have to tell me more about what you do for [their company]—I’ve always been interested in the [context]industry.

Cheers, [your name]<sup>15</sup>

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<sup>12</sup> Adapted May 2020 from

Alexis, Michaela. “6 Message Templates for LinkedIn Connection Request Success.” *Michaela Alexis*, 6 June 2019, [www.mickalexis.com/micksinnerthoughts/2019/6/6/6-templates-to-get-your-linkedin-connection-requests-accepted](http://www.mickalexis.com/micksinnerthoughts/2019/6/6/6-templates-to-get-your-linkedin-connection-requests-accepted).

<sup>13</sup> Ibid.

<sup>14</sup> Ibid.

<sup>15</sup> “The Best Way to Network with Alumni on LinkedIn.” *Recent Posts*,

[www.themuse.com/advice/want-people-to-accept-your-linkedin-requests-use-these-10-templates](http://www.themuse.com/advice/want-people-to-accept-your-linkedin-requests-use-these-10-templates).

### **Example #9: Someone You Admire**

Dear [name],

I'm a [program name] student interested in working in [industry]. For the last year, I've been following your work for [their company], and it's really impressed me. I particularly loved your recent [context]—that [context] component was [context]. If you ever have 15 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,

[your name]<sup>16</sup>

### **Example #10: Connecting with a Professor**

Professor [name],

You may remember that I was in your [name of class] class a few years ago. I am expanding my LinkedIn network to include some of our university's most admired professors. I would be happy to share my network with you.<sup>17</sup>

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<sup>16</sup> "The Best Way to Network with Alumni on LinkedIn." *Recent Posts*,

[www.themuse.com/advice/want-people-to-accept-your-linkedin-requests-use-these-10-templates](http://www.themuse.com/advice/want-people-to-accept-your-linkedin-requests-use-these-10-templates).

<sup>17</sup> Steinfeld, Steven. *3 Steps to Your Job in the USA*. CreateSpace Independent Publishing Platform, 2017.