



NEILPATEL

LinkedIn Message Templates

Advanced Strategies To Turn Business
Connections Into Leads & Customers

Connecting with people on LinkedIn through Direct Messages

Below are many templates to choose from when messaging people on LinkedIn. You can change the orange text with your own personalized words. But also remember, that some of these might not always work for you. Continuing to expand on these messages and personalizing them so they work for you is the best course of action. You might want to leave some parts out if not applicable, and add some extra sentences in where needed. We hope this to be useful to you in your LinkedIn Connection building journey!

Message #1 - Connecting

"Hi [first name]! I'm looking to connect with more people in the [niche] space and happened to find your profile, I was really impressed by some of your work. Would you like to have a call sometime to talk about [subject]? I am also in the same [niche] space."

Message #2 – Local connection

"Hi [first name]! I currently live in the [city] area and am keen on connecting with other local people from [niche]. Would love to share experiences and have you in my network!"

Message #3 – Thanking for connecting

"Thank you so much for connecting with me. Would you like to chat with me for a few minutes to see if there's anything we can refer or support each other. Anyhow, have a great day!"

Message #4 – Collaboration

"Hi [first name]! Would you like to have a quick call? Since we're in the same both in the [niche] I thought there might be a chance we could collaborate. Hope to hear from you soon."

Message #5 – Open ended question

"Hi [first name], thank you for connecting with me! I have a quick question I thought I'd ask: How long have you been in the [niche] space?"

Message #6 – Asking for thoughts on news

“Hey [first name], what are your thoughts on [latest development or news in [niche]]

Message #7 – Asking for a Service

“Hi [first name], I wanted to ask if you offer [type of service]

Message #8 – Offering knowledge

“Hi [first name], thank you for connecting. Would you be interested in hearing more about [Subject]. We can hop on a quick 10 minute call if you would like to. Hope to hear from you soon.”

Message #9 – Offering value

Hi [first name] I hope you're having a great day. Would you be interested in [Offer]. Let me know, and we could setup a call. Hope to hear from you soon!

Message #10 – Asking someone to join your LinkedIn Group

“Hi [first name] thank you for connecting. Just wanted to let you know that I recently started a community for [niche/space]. This way we could all connect in a group. We would be excited to have you in here as well. Would you be interested? Let me know, happy to send the link your way!”

Message #11 – Follow up on joining group

“Hi [first name] Just wanted to send a friendly follow up to see if you're perhaps interested in joining our community group on LinkedIn. We have over [members quantity] and we would love to have you join us. Happy days!

Message #12 – Follow up for feedback

Hi [first name], I hope you're doing well. Things tend to get easily lost on social media, so I just wanted to reach out again and say hello! Would you like to give feedback on this new project I'm working on in [niche]. I thought you might be interested to learn more. Hope to hear from you soon.