



LINKEDIN PERSONALIZED INVITATION EXAMPLES:

Whether you're reaching out to an individual or a member of one of your groups, you need to give the person a reason to accept your invitation. The best opening play establishes a bond between you and the person you hope to engage. Did you go to the same school? Grow up in the same town? Do you share an interest, a hobby or belief in a cause? Are they connected to someone you know?

Highlight these similarities to establish a connection more quickly and efficiently. If you're a well-known athlete (amateur or professional), can you leverage your celebrity status to connect with fans? Once you find something you have in common, mention it immediately in a personalized invitation:

LinkedIn restricts the number of characters you can use in a personalized invitation. Currently, you're allowed 300. Make the most of the opportunity and try to use every one of those characters but keep your templates within the limit so you can quickly paste your text and move on to the next invite. Just don't forget to change the name of the person you're writing to each time! To avoid this kind of error, I always triple check before hitting send.

TO A FELLOW GRADUATE/CLASSMATE:

*Hello Kim,
As a fellow Colgate graduate and advertising executive, I'd love to connect with you here on LinkedIn. I'd also very much like to ask your advice. Could we set up a call at your convenience? What works best for you over the next couple of days? Hope all is great.
Cheers, Mark*

*Hi Brad,
I see that you're a fellow Colgate graduate (marathoner, Yankees fan, gamer...) and that you work in the hospitality space. I'd love to connect here on LinkedIn and find out what it's like to work for Marriott. Let's set up a chat in the coming days.
Regards, Mark*





TO A KEY INFLUENCER AT A TARGET COMPANY:

Let's say State Farm is on your list of 50 companies (and 200 jobs). You can run a LinkedIn search to pull up everybody at State Farm who has basketball in their background, whether they played in college, professionally or as a weekend warrior. Then send them a personalized invite that highlights that common interest.

*Hello Jorge,
As a fellow underwriter and basketball enthusiast, I thought it would be great to reach out and connect with you on LinkedIn. I'd like to set up a call in the coming days to ask for your advice and insight. What works best for you over the next couple of days? Hope all is great.
Best, Mark*

A personal touch

If you send personalized messages, each recipient will think, "Hey, there's a message here just for me!" They'll be flattered to know you took the time to compose a note for them. *You'll* be the one who gets the acceptance, not the person who sent the generic invite.

The right "ask"

Suppose you send an invite with this message: "Hi Katarina, I'd love to get your help. I'm looking for a job. Can I send you my resume?" How many people will be eager to accept that invitation? Very few. People are busy. They get requests all the time from within their existing network. Why would they welcome a stranger who's immediately making demands on their time?

*Hello Katarina,
I'd love to get your advice. I'm considering a transition and I see you're at Procter & Gamble. It would be great to hear your thoughts on what makes a strong brand manager. I'd love to connect here and have a chat in the coming days. What works best for you?
Regards, Mark*

TO A KEY INFLUENCER YOU HAVE MET BUT HAVE YET TO CONNECT WITH:

Sometimes we meet key influencers and decision-makers before we are connected to them on LinkedIn. This is the perfect follow up, as it is critical to keep them on your radar!

*Hello Anna,
Thank you for sharing your time with me yesterday. Your insights into the position and your firm were extremely helpful, and I am very interested in becoming a member of your team. Let's connect here on LinkedIn, and please don't hesitate to reach out for any reason.
All the best,
Mark*





REQUESTING RECOMMENDATIONS ON LINKEDIN:

The best tactic for getting recommendations is to look through your list of LinkedIn connections and choose six to eight to reach out to with that request. Make sure to select people senior in their field, so others will be impressed that they were willing to vouch for you. Of course, if your former coach or manager is not senior, you still want them to contribute.

Since nearly everyone is too busy to craft language on your behalf, send them a template to show what you'd like them to include in your recommendation.

For example, your former coach or manager could say:

Aaron was one of the finest athletes I've ever coached, not simply because of his athletic skills but because he brought an incredible work ethic to the field every day. He demonstrated leadership qualities far above what others have at that stage of their careers. His ability to earn the respect of fellow teammates and coaching staff and his patience when training others with less experience set him apart.

He will continue to be a strong leader, able to manage a group and train its members with ease. His ability to handle pressure in a time-sensitive environment and his insistence on performing at the top of his game at all times will make him a tremendous addition to any company.

Here's another example from somebody you used to work for or someone in the industry you're targeting:

Stephanie is one of the brightest, most enthusiastic and positive people I've ever known. Her work ethic is extraordinary: she demonstrates coolness under fire but brings a necessary edge when needed. She has consistently proven herself comfortable and effective in front of a camera or on stage. Without a doubt, she can perform admirably in a media relations environment.

I urge any company looking to increase their standing within their industry to strongly consider adding Stephanie to their team, and I'm more than happy to speak with anyone directly about her and her tremendous skill set.

There are plenty of additional examples I could list, but a better option for you is to explore LinkedIn to see how others are being recommended. When you see language that fits the position you're targeting, feel free to adapt it for your templates and requests.

