



LinkedIn Messaging Scripts

Backed by data from over 15,000 customers.

Intro to using LinkedIn for Lead Generation

If you are a coach, consultant, professional service provider or B2B business owner, there is no better place to generate high-quality clients than on LinkedIn, and you'll never have to spend a dollar on ads.

If you're selling a low-priced product or even an online course, then Facebook Ads make perfect sense to fill your funnel. But if you offer a service, especially higher priced services, then LinkedIn is the place to be!

Unlike Facebook, where people are not typically interested in anything business related, the opposite is true on LinkedIn. In fact, people actively using LinkedIn are hungry to learn and to grow their business or advance their career.

There is a better way, a less sales-y, more effective way! It feels natural. Build rapport and establish trust while getting your perfect prospects to say, "YES," to a conversation with you.

Now let's get started.

Connection Request Message

This is the message attached to the connection request.

Goal: Have the prospect click **“accept.”**

The question we are looking to answer: **“Why is this person trying to connect with me?”**

Tips:

- Keep it short
 - Less is **more**
 - Personalize the message
 - Use their first name
 - Be respectful and genuine
 - Find commonality whenever possible
 - Alumni
 - Similar interests
 - Connections in common
-

1st Follow up Message

This is the first message they receive after the connection request is accepted.

Goal: Build trust & rapport, start a conversation

Cater to their goals, interests and passions. Make it about them.

Tips:

- Share some gratitude
- Theory of Reciprocity
 - Offer up your network
- Be friendly & conversational
- Ask a question



2nd Follow up Message

This is the message they receive if they DO NOT respond to the prior message.

Goal: Create familiarity, stay top of mind, provide value

Give them insight to who you are, what you do, and how you can add value

Tips:

- Ask questions to determine pain points
 - Provide insight about what you do and how you've helped people similar to them
 - Soft CTA
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3rd Follow up Message

This is the message they receive if they DO NOT respond to the prior message.

Goal: Schedule a Meeting, move them off of LinkedIn

Confidence is important here, be direct without coming across too pushy or salesy.

Tips:

- Gentle reminder / follow up on prior message
 - Remind them you've been connected a few days now
- Keep it short
 - Keep in mind their perspective, "What's in it for me"
- Speak to what problems / challenges they are facing
 - Share information about a solution
- Call to Action: Suggest a meeting
 - Put the ball in their court
 - Offer up a link to your calendar



Templates based on Approach Style

Important Note:

When using these templates in your Kennected sequences, make sure to use the correct tag.

For example, in this document we use [firstname] as a placeholder. When copying and pasting a template into your sequence, delete the placeholder [firstname] and replace with the appropriate tag by selecting the button.

In this example, change placeholder [firstname] to {firstname | fallback:"ENTER FALLBACK HERE"}

Networking Approach

Connection Message:

Example 1:

Hi [firstname], I'm looking to grow my network. I'd love to connect!

Example 2:

Hey [firstname], I noticed we have a few connections in common. I'm always looking to expand my network, let's connect!

Example 3:

Hi [firstname], It's nice to meet you! I look forward to learning more about you and hope we can continue to connect.



1st Follow up Message:

Example 1:

Appreciate the connection! I try making every one of my LinkedIn connections meaningful. Feel free to take a look at my connections, and if there is someone you would like to be introduced to, I would be happy to arrange something!

Example 2:

Thanks for connecting! I was taking a look at your profile and it seems like you've had some interesting business experience. What are you most excited about currently?

Example 3:

Appreciate the connection, **[firstname]**. I was really pleased to see you accepted my request, I'm looking forward to seeing how we can add value to each other! In the spirit of networking, I'd love to learn more about you and what you've been working on recently.

2nd Follow up Message:

Example 1:

Hi **[firstname]**, I was looking through my recent connections and saw your name again! I thought I'd reach out since I noticed we both work in **[industry]**. I've been listening to this new podcast that has been very beneficial in expanding my knowledge on **[industry topics]**, so I wanted to pass along the info! Here's the link: ***insert link***

Example 2:

Hey **[firstname]**, I just realized that I totally forgot to introduce myself! Since I'm with a tech company, I can't just type something out like it's 1990. I had to find some way to catch your eye, so I recorded a quick video instead: ***insert video link***

Example 3:

Hey **[firstname]**, hope you're having a great week! There's something I've been working on recently and I realized it's super relevant to your field of expertise. I wanted to reach out and offer you a copy! Let me know your thoughts, I'd love some feedback. Please feel free to send your honest opinion.



3rd Follow up Message:

Example 1:

Hi **[firstname]**, I've seen a ton of value from building relationships on LinkedIn that go beyond just another connection with a "random" person. If you're open to it, let's connect and share our stories. What do the next few weeks look like for you?

Example 2:

Hey **[firstname]**, I hope you are having a great week! I'm still a little new to this online networking world, but one of my goals is to provide as much value as I can to all of my connections! So, here's one of our most recent free resources from **[insert company name]**! If you ever have any questions regarding **[likeminded topic- ex: marketing strategies]**, I'd love to set up a call to chat more. Here is a link to my calendar: ***insert calendar link***

Example 3:

Hi **[firstname]**, I know we're both busy but I just wanted to shoot you a quick message and say if there is anything the **[my company name]** team or I can help you with, we would be more than happy to! I'd love to set up a call ! Also - feel free to check out our website: ***insert website link*** I look forward to speaking with you soon!

Sales Approach

Connection Message:

Example 1:

Hi **[firstname]**, I came across your profile and I'm always looking to network with other professionals in **[industry]**. Let's connect!

Example 2:

Hey **[firstname]**, I noticed we have a few connections in common! I see that you are also in the **[industry]** industry, so I thought it would be nice to get in touch. I'm always looking to expand my network!



Example 3:

Hi **[firstname]**, always looking for more leaders in **[your industry]** to add to my network. Would love to connect!

1st Follow up Message:

Example 1:

Appreciate the connection! I try making every one of my LinkedIn connections meaningful. I work with a lot of companies like yours, helping them get 10x more revenue from their email outreach. I'd be happy to be a resource for you as well, if there is ever anything you need please do not hesitate to reach out!

Example 2:

Thanks for connecting! I was taking a look at your profile and it seems like you've had some interesting business experience. At **[your company name]**, we help sales teams like yours turn cold prospects into warm leads. I'd love to hear more about what you are currently working on and share more about how we can be a resource for you.

Example 3:

Glad we could connect! My team and I have just developed **[unique product or service]**. It can **[explain unique selling points]**. Is this something that you'd be interested in? Looking forward to hearing from you!

2nd Follow up Message:

Example 1:

Hi **[firstname]**, I'm sure you know companies like yours need a consistent stream of high-quality leads to grow and thrive. We've written this new e-book all about how SaaS businesses can generate a higher return from their cold email outreach. You can download it here: ***insert link*** Are you free for 15 minutes tomorrow to talk through your lead generation process?



Example 2:

Hey **[firstname]**, I hope you're having a great week! I wanted to follow up on my last message and share a case study on how we doubled appointments from cold email outreach for another business similar to yours. It shows step-by-step how we did it. Would you like me to send it your way?

Example 3:

Hey **[firstname]**, I know you probably have a packed schedule. I would love to have a conversation with you about **[unique product or service mentioned in previous message]** and the reasons why it would be of immense use to your company. Let's set up a quick demo this week. Here is a link to my calendar: ***insert calendar link***

3rd Follow up Message:

Example 1:

Hi **[firstname]**, I've got great news! We are now offering a free consultation to help companies like yours get the results you're looking for. I've seen a ton of value from building relationships on LinkedIn that go beyond just another connection. If you're open to it, let's set up that consultation for sometime next week. Here is a link to my calendar: ***insert link***

Example 2:

Hey **[firstname]**, I haven't heard back from you so I thought I'd send over that case study. Anyway, here is the link: ***insert link***

I know we are both busy, I just want to make sure you have every resource possible to see your business thrive. I'd love to set up a call to see how we can take your company to the next level. I'll also drop my calendar link below: ***insert calendar link***

Example 3:

Hi **[firstname]**, I don't want to be that pushy salesperson that floods your inbox. I really feel there is some synergy between us and having a conversation would be worthwhile. Here's my calendar link to book a time: ***insert calendar link***



Recruiting Approach

Connection Message:

Example 1:

Hi **[firstname]**, I saw on your profile that you're open to work. I'm a recruiter at **[company name]**, I'd love to connect!

Example 2:

Hi **[first name]**, I've been having a look at your profile and based on your experience you seem like a great candidate for some exciting new job opportunities we have available here at **[company name]**. Let's connect and discuss further!

Example 3:

Hi **[firstname]**, I saw that we have some mutual connections and noticed that you could be a perfect fit for some positions I'm looking to fill. Excited to connect!

1st Follow up Message:

Example 1:

Appreciate the connection! We're currently looking for a **[job title]** and I came across your LinkedIn profile. You look like a perfect fit for the direction we are moving as a company, so I wanted to reach out. Would you be open to having a quick chat?

Example 2:

Thanks for connecting! I'd love to tell you more about our company and see if the roles available support your career ambitions. Are you available for a quick call sometime this week to discuss?

Example 3:

Appreciate the connection, **[firstname]**! Curious, what roles are you hoping to have in the near future?



2nd Follow up Message:

Example 1:

Hi **[firstname]**, I know you probably get a ton of messages on here and I just wanted to make sure mine didn't fall through the cracks! With credentials like yours, I'm sure you've got offers left and right. What would that "perfect role" look like to you?

Example 2:

Hey **[firstname]**, just following up on my last message. What are a few things you're looking for in your next role?

Example 3:

Hi **[firstname]**, I was taking a look at your profile and I'm very impressed with your experience! At **[company name]** we are looking to add liked-minded people such as yourself to our team. I'd love to get a quick call set up to learn more about your goals, what does next week look like for you?

3rd Follow up Message:

Example 1:

Hey **[firstname]**, I wanted to give you more insight to the role we are looking to fill so you can see if it's a good fit. **[1-2 lines about position]** If you're still interested in setting up a call, here is a link to my calendar: ***insert link***

Example 2:

Hey **[firstname]**, I hope you are having a great week! I'd still love to set up a call to discuss the role further. Here is a link to my calendar: ***insert calendar link***

Example 3:

Hey **[firstname]**, I'm sure you have a lot on your plate right now! I know LinkedIn can get overwhelming with messages. To make it easier, here is my direct number: **[phone number]** Let me know if I can be a resource to you while you seek out your next career move.

