



50 Proven LinkedIn Messages To Use In 2022



LeadDelta is your social capital manager built for Digital Creators, Entrepreneurs, CEOs. No professional should start from an empty contact book. Let alone CEOs, entrepreneurs, digital creators. Whether you are selling, marketing, fundraising, or hiring LeadDelta is your starting point.

leaddelta.com

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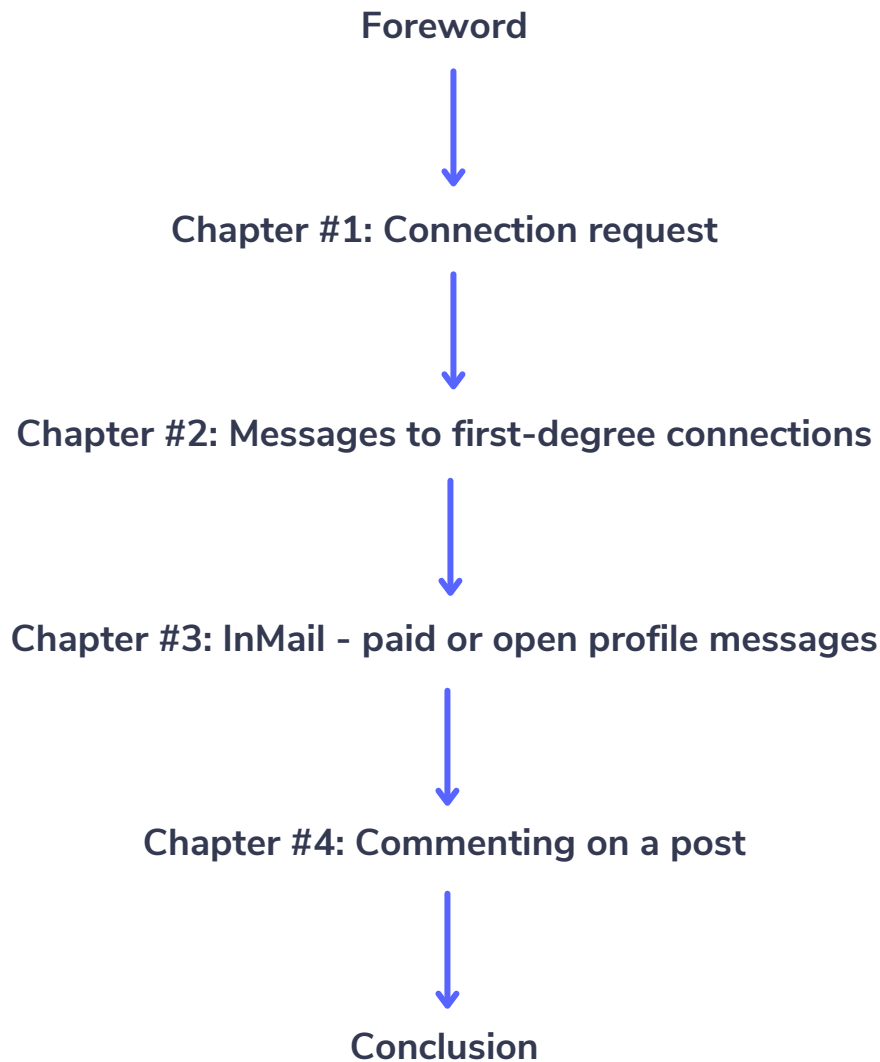
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Out of respect for people who have invested time and energy into writing these free and Internet available templates, please, share this content but with appropriate credit and a link.*

* Use this link for sharing: resources.leaddelta.com/ebook-linkedin-message-templates

If you would like to get in touch with the team please write to us via hi@leaddelta.com.

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Foreword.

LinkedIn is a treasure of valuable connections, awesome content, business opportunities, and professional growth.

Being present and active on LinkedIn is a game-changer for every professional and company out there, and I can't stress this enough.

A very strong LinkedIn presence has powered all my business endeavors. And it worked for me to such an extent that I decided to build a tool for managing, growing, and engaging a LinkedIn network, [LeadDelta](#) – your Social Capital Manager.

But this phenomenal networking platform needs to be fueled by action. Make memorable impressions, stand out, engage.

That's why I wanted to help all my fellow entrepreneurs and other business professionals by putting together a book of LinkedIn message templates that I used in building my businesses over the years.

We organized it into 4 sections:

- Connection requests
- Messages to 1-st Degree Connections
- InMail Messages
- Engaging on a Post

We also categorized these messages based on different occasions and purposes they can be used for.

Check them out, tweak, adjust, personalize, and customize them to your own needs. And, feel free to reach out at any time.

Wholeheartedly,

Ved
CEO of [leaddelta.com](#)

Try it free here:
[LeadDelta, your social capital manager](#)



#1 Connection request

Key takeaways:

It is OK to connect with connections outside of your network (2nd and 3rd degree) because it's only natural to be curious and to want to connect. Also, it is useful to have people you share interest with. Over time and many touch-points (conscious and unconscious), you will grow to have a meaningful connection.

For example, I've been connected and I have done business with many professionals that I've never met in person. Just be proactive, connect first and keep in touch over time.

1. Mutual interest

{{first name}}, your comment on {{name the post/group/discussion}} didn't go unnoticed. I'm interested in this topic too. Let's connect. – {{your name}} {{your title}}

2. Short & sweet always does the job

{{first name}}, I enjoy your posts. And I'd love to connect. – {{your name}} {{your title}}

3. Show off your credentials

{{industry}} {{title}} I'd love to connect.
– {{your name}} {{credentials sentence}}

4. Send empty when everybody overdo

No txt. No personalization. Just send an empty request.

5. Product feedback request

{{first name}}, I'd really appreciate it if you could help a young startup in {{your industry}}. I'd love to connect. – {{your name}} founder of {{website}}

#2 Messages to first-degree connections

Key takeaways:

What's the point of connecting if you are not going to engage –help and ask for help?

Use tools like LeadDelta to filter and tag your connections so that it works best for your process.

For example as a startup founder I keep my eye on talent. So I have LeadDelta Tags for “Talent R&D”, “Talent Copy”, “Talent Sales”, “Talent Marketing”, etc. Every once in a while I reach out to connections tagged with “X” and ask what are they working on. You cannot mess with the timing but you can be proactive and make sure you are there when the time is right.

Important: Messages to connections outperform InMails by a lot.

6. Un-read messages you haven't touched for months

Hey {{first name}}, I am going over my messages. Yikes! It's been {{x months}} Hope you are well! What are you working on?

The reply is delayed, but the enthusiasm is forever, I promise.

See you around, on LinkedIn, my friend.

{{your name}}

7. Social media

{{first name}}, we're doing this cool promotion next week: {{link to the promotion/contest/giveaway}}

It would be awesome and much appreciated if you could tweet about this on {{day and date}} at {{time}}.

All you have to do is copy-paste this link - no need to rack your brain trying to come up with a catchy tweet - {{link to share on Twitter}}

Thanks a million!

{{your name}}

8. Content launch feedback

Hey {{first name}}, hope you're doing great! [Enter day] we're launching a new type of content called [Enter content]... It's like [Enter benefit] delivered straight to your inbox. Can't wait to hear what you think!

Are you game?

9. You viewed my profile

{{first name}}, thx for visiting my profile. It's been a while since we connected. Is there a particular reason you dropped by?

Let's reconnect.
Cheers!

{{your name}}
{{website}}

10. Referral

{{first name}}, {{mutual connection}} suggested I reach out to you. Your company has been moving the needle forward and my team is watching with excitement.

We have some ideas on how to help you {{explain what you can do for them and why they should care}}. Something similar to what we did for {{another company you helped}}.

Let's do a 7-minute call this Thursday {{day/date}} at {{time}} and figure out what works for you.

Stay well,
{{your name}}
{{your phone number}}

11. Connection accepted follow-up

{{firstName}}, thanks for connecting. I look forward to learning more from you and your content. Do you post on LinkedIn often?

12. Follow-up after meeting in person

{{first name}}, It was great fun talking to you over a round of drinks tonight. I didn't forget about that awesome ebook we discussed, so here it is: [{{link}}](#).

Hope you'll find it helpful like I did!

Stay in touch.
{{your name}}

13. Follow-up after sending material

Hi {{first name}}, just checking if you had the opportunity to read the [{{article/blog post/report}}](#) I sent you? Did you find it useful for [{{the value your source provides}}](#)? It would be great to hear your thoughts.

14. Negotiation

Hey {{first name}}, I hear you. My pricing is [{{name the price}}](#). If you're happy with my work, which I'm sure you'll be, you pay me that. And if not, it's on me. How's that?

Let me know when you want me to start.

Looking forward to working with you.
{{your name}}

15. Valuable resources

Hi {{first name}}, this LinkedIn group seems like the place where a lot of your target prospects hang out: [{{link}}](#). I can tell this based on frequently discussed topics and challenges - many of them are exactly the pain points you solve.

Let's hop on a call, and I'll show you how to capitalize on this group. Free tomorrow at [{{time/time frame}}](#)?

{{your name}}

16. Missed a reply

Hi {{first name}}, sorry for not reaching out sooner.

I feel like we lost connection somewhere along the way. It's probably my fault because your team has been interested and excited about our proposition. If that's so, I apologize.

Let's reconnect and catch up. I know you're busy, so if this isn't your priority any longer, just say.

Have couple of minutes?

17. Starting a conversation with a new connection

{{first name}}, thanks for connecting. As a {{job/title}}, how do you currently solve {{address pain point you can help solve}}?

18. Congratulate on a new job/promotion

Hey {{first name}}, just wanted to say congrats on your new job/position/promotion. If you need any tips or advice about how to find your footing and transition smoothly into your new role, feel free to reach out.

As a matter of fact, we can hop on a quick call, as our {{tool/service/product}} has been designed to help {{roles/jobs/positions}} with {{pain point your solution deals with}} .

I'm available {{day/date/time}}.

{{your name}}

{{your email address}}

19. Press outreach & PR

Hi {{first name}}, I am {{your role}}. We've recently {{explain your latest content achievements and goal}}. We'd like to offer you a high-quality piece on {{give more details about the topic/subject}}.

Our idea is to {{elaborate on the purpose of your content and what message you want to communicate}}.

Does this sound like something you'd like to publish on your platform? You can check out our existing content at {{link}} and see if you maybe come up with another topic you'd prefer to explore.

I'm available next week {{days/times}} to discuss either option.

I appreciate you taking the time to read my message.
{{your name}}

20. Getting deals done on LinkedIn

Hey {{first name}}, So glad we'll be working together!

I attached our agreement, so reread it and sign it if everything is ok.

To keep this momentum going, it would be great if you could get this back to me by {{date/time}}.

Thanks!
{{your name}}

21. Asking a customer for a testimonial

I need your help {{first name}},

So happy you like {{your product/service}}! It'd be really great if you'd like to share your opinion about our solution in the form of a testimonial and help other potential users understand the value they can get.

I used your feedback to put this together:

{{come up with a paragraph or two in which you describe the benefits of your product/service based on your client's feedback}}

Let me know if you have something to add or edit, and feel free to tweak it in the way you see fit.

Thanks!

{{your name}}

22. Informing a client about the price increase

{{first name}}, we're improving the quality of {{product/service}}. As of {{month/date}}, we'll be increasing the price of {{product/service}} to {{state the new pricing}}. To thank you for your trust, your current pricing will be extended to {{month/date}}. Let me know if this is ok with you, and I'll be happy to answer all your questions.

Best,

{{your name}}

#3 InMail: paid or open-profile messages

Key takeaways:

If you have premium LinkedIn this is for you. A few prompts before you start (via LinkedIn research 2021):

- Shorter InMails perform better than longer ones.
- Personalized InMails outperform generic ones by 20%.
- Avoid Saturdays but the other days of the week are good for sending.

23. Finding the right person

Subject: Could use some help...

{{first name}} I'm looking for a person (or persons) who makes decisions about {{pain points}} at your company. Could you refer me to the right person and tell me how to get in touch with them?

Thanks in advance!

{{your name}}

24. Introduction

Subject: Networking

Hey {{first name}}

I'd like to introduce you to {{connection name}}, one of the best {{profession}} out there. We have been working with him on our {{project}}.

Since you're looking for an experienced {{profession}}, and {{connection name}} is looking for a new position, I thought it would be a good idea to connect the two of you.

Good luck!

You'll thank me later :)

25. Sales & cold outreach: Competitor

Subject: {{first name}} + {{your name}}

{{first_name}}, if {{your service/benefit}} or {{your service/benefit}} is a challenge for your business, I can help.

It worked for {{name companies you helped}}. We can have a short call or email exchange and see if we can figure something out.

Thanks for your time.
{{your name}}

26. Sales & cold outreach: Praise

Subject: {{first name}}, here's how to boost your revenue

Hi {{first name}},

Your company's new strategic initiative puts it at the forefront of innovation in the {{industry}}. Hats off!

As we're talking about quite a challenging endeavor, you could greatly benefit from understanding how similar companies seamlessly executed the same initiative. {{company names}} used our solution to increase their revenues by {{x}}%. Neat, right?

If you'd like more details about how you can achieve the same or even better results, I can send you their case studies.

Congratulations one more time, and I hope our assistance can help this exciting journey.

Best,
{{your name}}

27. Sales & cold outreach: Resource

Subject: {{resource title}}

Hey {{first name}},

I noticed you on {{source}} and was impressed by all the rave reviews your {{type of business}} got.

We specialize in helping {{the type of business}} businesses increase revenue by 50%.

How about I send you our best tips on how to do that?

Do I have the right address? {{email address}}

Cheers!

{{your name}}

28. Sales & cold outreach: Pain point

Subject: {{pain point}}

Hey {{first name}},

I spotted your comments in {{Linkedin or Facebook group}} and decided to check out your website.

Amazing design and user experience!

However, there are some huge opportunities for improving conversion rates. You could double your leads easily on the same budget. It's low-hanging fruit.

I can send you a free report on how to tweak your website and amplify your traffic. I did something similar for {{company name}}.

Are you interested?

Cheers,

{{your name}}

29. Sales & cold outreach: Stats

Subject: Stats for {{company}}

{{first name}}, on average, [Enter pain point statistic]. Is [Enter company name] achieving its goals?

Most teams [Enter stats]. [Enter pain point company relieves].

[Enter Accomplishments/referrals]. Are you looking to achieve [Enter what product serves]?

30. Sales & cold outreach: Startups

Subject: Interested in {{how you help}}?

{{First name}}, I'm messaging startups in the {{industry}} to find out if they are a good fit for our beta program. {{Enter a pain point that you solve for example: We make it simple for a writer to start a paid newsletter}}.

Does this sound generally interesting to you?

31. Follow-up after inactivity

Subject: Next step?

{{first name}}, a quick question: what's our next step? I thought we clicked and wanted to move things forward. Your input will be very much appreciated.
{{your name}}

32. Follow-up after inactivity 2

Subject: Re:

I know you're super busy, so just wanted to make sure your inbox didn't get flooded with messages covering our conversation. The thing is I really think our companies are a great fit and I was wondering if there's a way for us to collaborate.

Just drop me a line if you're in, and we can set up a call when you're available.

Have an awesome and productive day.

{{your name}}

33. Hiring: Highlighting company

Subject: Kudos to your work for {{company}}!

Hey {{first name}},

I love the work that you did for {{company}}, and decided to reach out. My company, {{company name}}, is looking for help on our upcoming project, and your skills might be an invaluable asset.

Are you interested in working together?

You can reach me at {{email address}}.

Excited about potentially working together!

{{your name}}

34. Hiring: Highlighting background

Subject: {{your name}} ready for a change?

Hey {{your name}},

Love your background and interest in {{industry/niche}}. I found some really awesome case studies and resources on your blog.

Now, we are looking for a {{position}} and you like a perfect candidate.

At least a bit intrigued to hear more about it?

{{your name}}

35. Hiring: Your career in focus

Subject: Take your career to new heights!

Hey {{first name}},

My name is {{first name}}, and I'm a {{position at your company}}.

From what I gather after checking out your profile, I believe our current opening would be of interest to you. {{Company name}}, the leading {{company description}}, is looking for someone with your {{skills, experience and drive for the position}}.

This could be a great move for you, especially since it comes with significant career growth!

Care to learn more about the specifics of the opportunity? If so, let's chat. Are you available, {{date and time or time frame}} to cover all the bases?

Talk soon,
{{your name}}
{{website}}

36. Hiring: Startup

Subject: Let's join forces!

{{first name}} just checked out your profile, and I must say I'm impressed with your work.

I'd like to work with a person with such a background on my future projects.

How about having a conversation and seeing if we click?

Thanks,
{{your name}}

37. Promo efforts

Subject: Exclusive for {{Publication/Portal}}: Launching {{product/service name}}

Hi {{first name}}, We're launching {{product/service name}} {{day and time}} and {{Publication/Portal}} can get first dibs on the news.

{{Product/service name}} {{explain what it does}}.

We're talking {{give more details about the product or service and list its benefits}}.

Is this something you'd like to offer an exclusive sneak peek at?

{{your name}}

{{your email}}

P.S. We're also more than happy to do giveaways for your audience.

38. Setting appointments

Subject: Quick RE: our appointment

Hi {{first name}}, hope everything's going fine.

Just wanted to see if you're available to chat this week?

Thx

39. Collab proposal

Subject: 1+1 = 3

Hi {{first name}},

I saw your recent post about {{topic/issue}} and ended up browsing your website. I love your blog, particularly how you approach {{topic/issue}}.

Since I specialize in this field, it would be my pleasure to cover a relevant topic for your blog.

You can check out my work at {{link to your blog}}.

Thanks,

{{your name}}

40. Guest posting

Subject: opportunity for {{first name}}

Hi {{first name}},

Your blog is a truly valuable source of information and advice in the {{industry}} industry. The content is so in-depth and actionable.

I'd like to contribute to your blog with a very popular topic - {{offer the topic or name of the blog post}}. It's based on my recent {{webinar/podcast episode/show}}, which has since become the audience's favorite.

Some of the points I will discuss and delve into include {{provide a short outline for the post}}.

What do you think?

Thanks in advance.

{{your name}}

41. InMail product feedback

Subject: {{first name}} feedback

{{first name}} I'm reaching out to experienced {{title}} in {{industry}} to find out if they are a good fit for our product invite only program.

{{What we do in a sentence is we provide companies with xyz}}

Does this in general sound interesting to you?

{{your name}}

42. Shared experience

Subject: Couldn't agree more with your comment

Hey {{first name}},

Your recent comment about {{tell more about the comment}} hit the mark.

There's a recent report corroborating your claims, and I thought it could be of interest to you. Let's have a quick chat about {{the issue mentioned in the comment}} since my company specializes in {{explain how you can help with the issue}}. We helped {{name companies}} with it.

Are you available sometime next week?
{{your name}}

43. Influencer and partnership outreach

Subject: {{first name}} + {{your name or brand}}

Hey {{first name}},

I work with {{host name}} on the {{podcast/show}} name.

{{list a couple of host's achievements or popularity metrics of the podcast/show}}

We're big fans of your content!

So,{{host name}} would like to have you on the show and talk about {{topics}}. Is this something you'd be interested in? The show will also be shared on our YouTube and other platforms and channels {{mention the audience size}}.

{{host name}} is available {{date/time frame}} for a quick chat. Let me know if that works for you.

P.S. We have a couple of tricks for {{mention something that the influencer could benefit from/WIIFT}}

44. Affiliate program

Subject: Affiliate program

Hi {{first name}},

My name is {{first name}} from {{company}}, and I really think you're producing some amazing content. That's why I'd have a mutually beneficial proposal for you.

Since our audiences are aligned, it would be a great idea for you to join our Affiliate Program.

Our goal is to {{state the goal/purpose of your business that will strike the right chord with a particular influencer/leader}}, and our {{product/service/tool/offering}} could be very interesting to your audience.

Let me know if this is something you'd like to do, and I will send you an official invite.

Looking forward to working closely with you!

{{your name}}

Check more about it here: {{link}}

#4 Commenting on a post

Key takeaways:

Have in mind that there are many connections that are just “listening” in other words watching but not engaging. If you: Connect, DM, Outreach and then leave meaningful comments your popularity and # of followers will grow significantly. Few tips:

- First deploy social listening and track keywords through google alerts or hashtags.
- Then list top 50 influencers that you want to follow. Turn on alerts for them or engage enough many times to see them more often in the feed.
- Now, when they post, try to leave the first 3 comments on the post. Be relevant.

45. Resources

{{first name}}, that's a spot-on observation! Totally agree with you. If you'd like, I can send you an interesting {{ebook/article/report}} my team put together. It explores this issue in greater detail and offers many actionable tips on how to deal with it.

46. Resourceful

Compelling point! Did you know that {{quote a report/research study/statistic relevant to the comment}}? Let's chat. I can share some of our findings that might be of value to you.

47. Opinionated

In my opinion, {{tell what you think about the topic being discussed}}. However, your point of view makes perfect sense. I'd like to hear more about it. Let's connect.

48. Enthusiast

What a fantastic insight! I'd really love to exchange some ideas with you about this topic and see what happens. I'm currently working on {{product/service/solution}}, and I could use some expert feedback. DM?

49. Friendly

Really insightful post. I liked how you {{explain why you like the post by quoting some of the points and telling why you think they're valuable}}. Let's chat!

50. Aggressive

You hit the nail on the head with this comment, {{first name}}. It showcases your expertise in {{industry}}, so I took the liberty of checking out your profile. We play in the same industry. Let's connect! DM?

Conclusion.

Using LinkedIn is a must. 300M monthly active users and professionals come to LinkedIn to learn and grow. However, roughly 1% of the network creates and approximately 3%-more actively comment, text, and reach out.

LinkedIn's recent investments in creators on the platform prove that long gone are the days of LinkedIn as a static resume. They want you to create & engage.

You want to put your best foot forward if you're going to reach potential business partners, prospects, most attractive employers, or top talent.

These 50 LinkedIn message templates have been created to give you a sense of direction and help you engage your connections in meaningful communication.

Now, pause here.

Tap yourself on the back...

And congratulations!

You are one step closer to being more active on LinkedIn.

Before you move on, email me how you liked the content.

We want to help you to up your networking game! Because your network is your net worth.

I am one email away
Ved, ved@leaddelta.com
CEO of LeadDelta Inc.



LeadDelta — social capital manager built for
Digital Creators, Entrepreneurs, CEOs.

leaddelta.com