



Connect with Clients Message Templates

Use These Templates on LinkedIn and Get More
Clients, Customers & Referrals

Below are Message templates to use on LinkedIn to connect with your ideal prospects and partners when you send connection requests. I always recommend adding a “note” when you send a connection request. With LinkedIn, when you send a connection request, you have only 295 characters for the “NOTE”.

Industry Leader Article Approach

For this template, you should ask a question that is going to be very short and easy for the recipient to answer. At the same time, it should be related to what you do so it is not too far afield - you always want to be able to smoothly transition to talking about how you can help the prospect (or if you are reaching out to a possible referral partner, a referral partner’s clients) with a need or challenge they have. So if you are a financial advisor, don’t ask a question about web design.

Hey _____

Quick question. I’m writing an article for featuring top _____ (i.e. Chief Marketing Officers of tech companies in Chicago) & we’d love to include you.

Question: How do you personally use new media (i.e. online video, podcasts, etc.) to communicate your company’s mission?

I can share more details...

- YOUR NAME

Industry Conference

Use this template to connect with people on LinkedIn over an upcoming industry event. The idea is to spark a conversation, even if they are not going.

I saw your are an expert in ecommerce in LA.

I would love to hear what are the top ecommerce conferences you find are worthwhile so I can check them out.

I have gone to _____ and _____ and I know many come through _____ (i.e. Los Angeles), which is near you.

Thanks,

- YOUR NAME

Interview Request #1

One of the best ways to connect with a prospect or possible referral partner is by interviewing them.

Jeff!

I am writing an article featuring top _____. Would you allow me to feature you alongside your peers? (There's no cost; and it would only take a few minutes).

Let me know if you are up for it and I can share the details.

- Your Name

Interview Request #2 - Podcast Interview

If you have a podcast (or want to start one), you can use this template. A podcast is an amazing tool for reaching out and connecting with your ideal potential clients and referral partners and strategic partners because it is personal and yet easy to do (if you outsource everything else, which you should).

Jeff!

I would be honored if you allowed me to feature you on my podcast, the _____
podcast.

I interview top _____ (i.e. Chief Security Officers)

Would you be up for an interview? (It's all done via Skype and will take just ~30 mins).

- Your Name

Follow Up Message

A huge chunk of people you send outreach messages to on LinkedIn will accept the connection request, but will not "say" anything in reply. If you do not follow up, you are missing a big opportunity. You should reply to the original message you sent so they can see that as well. The point is just to push the message to the top of their inbox so you get a reply - and it should get a 20-30% additional bump in response rate.

Hi _____:

Not sure if you saw my message. I was just wondering what is new with you?

- YOUR NAME

Need More help getting qualified leads?

If you need more qualified leads for your business, contact us here:

<http://rise25.com/roadmapcall>. We work with B2B business owners who want to use a proactive business outreach strategy leveraging LinkedIn to get more clients, referrals, and strategic partnerships.

We also have a done-for-you podcast service, where we help you to launch & operate your own podcast for business development and lead generation purposes.

We have limited bandwidth of who our team can work with, but you can get in touch here: <http://rise25.com/roadmapcall>.