

Connected Circles

Do's

&

Don'ts

# of connecting on LinkedIn

How to connect on LinkedIn properly  
and increase your acceptance rate





# Do's

- Explain WHY you want to invite THIS person
- Personalize your invite before approaching someone
- Find something in common
- Explain what value you can offer to them
- Adapt your message and tone to the position and context
- Keep it short (you have 300 characters including spaces)



# Don'ts



- Don't write multiple paragraphs about yourself. Get to the point.
- Make your invitation generic
  - “We have common interests”  
——→ What interests?
  - “We share connections”  
——→ Why does that matter?
- Pitch your product/service in your connection request
- Don't ask for favors, you haven't earned that right
- Misspell someone's name



# Here are a few templates for you:

Hello {Firstname},

I recently stumbled upon your (LinkedIn article/post/video), and I loved your take on (topic). It'd be a pleasure to connect and perhaps exchange insights.

Best,

{Your name}



Hello {Firstname},

I saw on your profile that you're associated with (industry). I'm also interested in (industry) and its effects on (specific topic). I believe that we could mutually benefit from connecting with each other. Would you be open to it?

Best,

{Your name}



Send



Hello {Firstname},

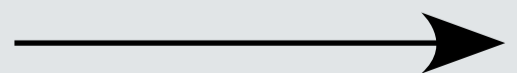
I would like to connect with you because we share a passion for (topic/vision/mission)

Best regards,

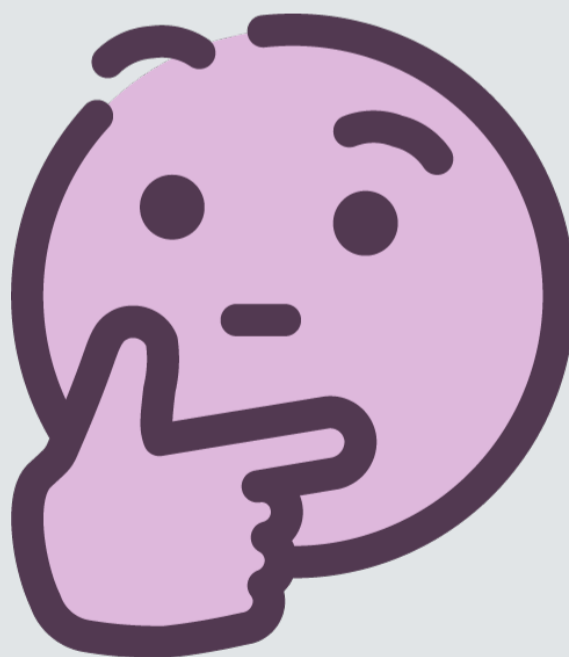
{Your name}



Send



Tag someone  
who needs to  
see this



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