

LinkedIn Message Best Practices

The GOAL of a message = Start a Conversation

When sending a message via LinkedIn, it's important to remember that you are sending a message to someone you're already connected with. For those who you choose to send a message to, consider the following best practices:

- 1. View their profile:** Look for commonalities or topics to make e-small talk about. Read their summary, view their recent activity (what posts they have liked or shared), look at their experiences and education, mutual connections, etc.
 - *Hi, Sally! A quick note to say that I loved the article you shared about first time home buying tips. Let's grab coffee soon to catch up! How does Tuesday morning work for you?*
- 2. Be authentic:** write your message as if you were leaving that person a voice message.
- 3. What's your goal?** For someone you don't know well, your goal in sending them a message could be to get 15 minutes on the phone with them to mutually decide if it makes sense to potentially work together. For someone you know well, your goal could be to grab coffee and catch up. You decide!
- 4. Be specific:** When you want to schedule time with someone, for a call or an in-person meeting, it's a best practice to prompt your reader with a specific day/time. When you use vague phrases such as "at your earliest convenience," or "whenever works best for you," you're giving them an easy way out of meeting with you.
 - *Hey Joe, I see that you recently left Keller Williams and joined Sotheby's – congrats!! I'd love to hear about the change and to catch up with you. Would you want to grab coffee soon? How does Thursday or Friday morning work for you?
Looking forward to it, John*
- 5. Provide them with valuable information:**
 - *Hi Kevin, I hope all is well. As a business owner, I thought you might find this article interesting. Let's find 15 minutes at the end of the week to talk about how I could help improve your business planning. How does Friday at 3 work?*
- 6. Follow-up:** It's common for messages to get overlooked; we all do it. That's why it's **crucial** to follow-up. **Suggested:** One week after you sent the initial message, send a follow-up message.

"Hey Joe, I hope you had a great weekend. I just wanted to make sure you saw my previous message. Looking forward to talking soon,
-John"

If week two rolls around, and they still haven't replied to your message, you could always contact them by their listed contact information in their profile (email, office and/or cell).