



Less Struggle. More Support. Better Results.

## LinkedIn Connection Language

Here are the steps and messages for connecting on LinkedIn and starting conversations.

There are a few steps for each different scenario:

### **1. If you know who posted position on LI:**

1a - Invite them to connect with you - personalize the invitation saying something like: "Hi [first name], I'm interested in opportunities at [name of company] and would like to add you to my professional network."

1b - After they accept your connection request, send them an InMail message that says: "Hi [first name], thanks for connecting with me on LinkedIn. I've applied to your open [job title] position and would like to have a 5 minute conversation with you about it. Let me know when we could schedule that." (or you could say: "I'll give you a call tomorrow.")

### **2. If you're not sure who posted the position on LI/who the responsible recruiter/talent acquisition person is, then follow these steps:**

2a - Invite as many recruiters/talent acquisition folks at the company to connect with you as makes sense - personalize the invitation saying something like: "Hi [first name], I'm interested in opportunities at [name of company] and would like to add you to my professional network."

2b - Once the recruiter/talent acquisition person connects with you, send this: "Hi [first name], thanks for connecting with me on LinkedIn. I've applied to [name of company's] open [job title] position and was wondering if you're the responsible [recruiter or talent acquisition] professional for that opportunity? If not, can you tell me who is?"

2c - After you have the responsible recruiter/talent acquisition person's name, then you go back to step 1. If the person you've just connected with IS the responsible recruiter/talent acquisition person, then proceed with this message: "I've applied to your open [job title] position and would like to have a 5 minute conversation with you about it. Let me know when we could schedule that". (or you could say: "I'll give you a call tomorrow.")

Note: During the 5 minute conversation you ask the following 3 questions:

- Do you have everything you need from me?
- Where are you in the hiring process?
- Ask permission to follow-up

### **3. Extra Tip: How to see full profiles of 3<sup>rd</sup> degree connections without upgrading:**

3a - Start with the information you see for a 3rd degree person: their first name, last initial, headline, location, and industry.

3b - Cut and paste their first name, last initial, their company and headline into a Google search box. Click 'Search'. Typically LinkedIn will be one of the first search results to show up and the results will show their last name. From Google, you can click on the LinkedIn link and see their whole profile.

Let me know if you have any other questions.  
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