



LinkedIn Ninja Lead Gen Message Templates



Crystal Thies
The Original LinkedIn Ninja Since 2010 | LinkedInNinja.com
My Creed: *Precision* ✦ *Efficiency* ✦ *Effectiveness*

LINKEDIN NINJA LEAD GEN MESSAGE TEMPLATES

Reply to Invitations Received Without Accepting

Use these templates when you receive an invitation to connect from someone who is not your target market and you do not know. It will help provide the information you need to determine the value in connecting. Based on their answer – or lack thereof – you can decide to accept, ignore, or report.

First Name,

Thank you for the invitation to connect. While I am open to connecting with people I have not yet met who have good intentions, motivations, and who are willing to begin building a relationship, I am not an open networker and do not accept default invites from those I don't know or recognize. I believe in being in a position to strongly recommend and forward introductions within my network and can only do that when I know something about the people I'm directly connected to. As a result, I cannot yet accept until I know a little more about your interest in connecting. Can you please share with me what compelled you to invite me to connect and the mutual benefits you see from us building a stronger connection? I see this email exchange as the beginning of our relationship and will usually accept once I see an authentic interest in a mutually beneficial relationship. Thank you, again, and I look forward to hearing from you.

Warmest regards,

*Crystal L. Thies
The LinkedIn Ninja
Crystal Clear Buzz, LLC
<http://linkedininja.com>*

First Name,

Thank you for the invitation to connect. While I am open to connecting with people I have not yet met who have good intentions, motivations, and who are willing to begin building a relationship, I am not an open networker and do not accept default invites from those I don't know or recognize. Can you please share with me what compelled you to invite me to connect and/or the mutual benefits you see from us building a stronger connection? I see this email exchange as the beginning of our relationship and will usually accept once I see an authentic interest in a mutually beneficial relationship.

Thank you, again, and I look forward to hearing from you.

Warmly,

*You
Your Company
Your Website*

Invitation to Connect to 2nd Degree

You only have 300 characters - total (including punctuation, spaces and extra lines) - in an invitation to connect. You have to be certain to leave enough space to personalize the message to people with names of all lengths. This is also why I have no blank lines in my templates (in LinkedIn, black lines count as 2 characters). You must be very cognizant of the length of the invitations to connect and be certain that they are within the limit before submitting to compliance for approval.

First Name,

I noticed we had some connections in common and wanted to introduce myself. From time to time, I share information about how to build more successful businesses that you may find of interest. I would love to learn from you too! Would you be interested in connecting?

You

First name,

I noticed we had some connections in common and wanted to introduce myself. From time to time, I share information about financial planning and investing that you may find of interest. I would love to learn from you too! Would you be interested in connecting?

You

First name,

I noticed we had some connections in common and wanted to introduce myself. On occasion, I share information about issues relevant to business owners that you may find of interest. I would love to learn from you too! Would you be interested in connecting?

You

First name,

I noticed we had some connections in common and wanted to introduce myself. I frequently share information to help women create happy, healthy and wealthy lives that you may find of interest. I would love to learn from you too! Would you be interested in connecting?

You

First Name,

I noticed we had connections in common - like COI Name. I hope you enjoy what he/she shares because I sure do! I share content on that may be of interest. I'd love to learn from you too. Would you like to connect?

You

Follow up Message Sent After Connection

It is very important that you send a personal message through LinkedIn to newly connected prospects. If you want to have any chance at converting them to clients, now is the time to begin building that relationship.

You should identify some sources of content that you can share – ideally a lead magnet that requires your target market to register. As you will see in some of the templates, there are references to links. That's where you would sub in the link to your content. There are also messages without content sharing for those who don't have anything (good) to share.

The purpose of this message is to open the conversation, begin building the relationship and gauge any immediate interest in talking. It is not to sell or try to get a free consultation. If you push that immediately after you have invited them to connect, they will disconnect with you and report you to LinkedIn as a spammer.

These are just some ways to do this; you can develop your own. The most important thing is to not get too salesy and to not push very hard for a meeting and definitely do not offer a consultation. Way too early for that. This is the "getting to know you" and "how can I help you" stage.

Here is a template on how to build your OWN template:

First Name,

Thank them for the connection, let them know you are looking forward to getting to know them and offer to help them.

Tell them a very small bit about what you do and who you help – ideally hitting a pain point that is common to your target market. A few sentences at most (do not try to tell them EVERYTHING about what you do).

If you have a valuable lead magnet or other interesting content on your website, SHARE A LINK TO IT (if you don't, then skip this part).

Softly let them know that you value building a relationship with your new connections and would like to learn more about what they do so that you can be in a better position to help/refer to them (always focus on what you can do to help them besides having them as a client). This could be done via a phone call, cup of coffee, etc. By no means should you be inviting them to a free consultation. This is just getting to know them. The goal is to open a dialogue; not convert them to a client yet.

Sign off/Salutation

First Name,

Thank you for connecting with me. Please let me know if there is anything I can do to help.

As you may have seen, I specialize in helping financial advisors and insurance agents overcome the stressors inherent in a financial services career. Stress limits the ability to produce positive results. So, regardless of their current level of success, I can help advisors and insurance agents increase production.

*To help get you started, I would like to offer you a free chapter of my book, "xxxxxxxxxxxxxxxxxxxxxxxxxxxxx," which you can access here:
<http://yourdomain.com/Chapter>*

I have several different services that can help financial services companies and their advisors/agents be more successful. If you're interested in learning more, I would love to schedule a phone call.

I look forward to getting to know you better!

*Warmly,
You*

First Name,

Thank you for connecting with me. I try to be a resource for my connections and help them out in any way possible. If there is ever anything I can do for you, please don't hesitate to ask.

Our areas of expertise are in the If that's something that interests you, please take advantage of the latest white paper or articles on our website. You can read them here: <http://www.yourdomain.com/news/>

If you're interested in getting to know each other better, I'd be happy to chat with you on the phone or grab a cup of coffee. Just let me know.

Have a great day!

You

First Name,

Thank you for connecting with me. Please let me know if there is anything I can do to help.

As a Financial Advisor, I help clients answer challenging questions about the future. I'm happy to be a resource for you and I'm also looking forward to learning from you.

I'm always open to getting to know my connections better and would love to grab a cup of coffee or have a phone call if you would be interested.

You

p.s. – If you happen to be interested in investing and the economy, you should take advantage of the Market Updates our Chief Investment Officer sends out. They're informative and enjoyable. You can sign up at: www.addlink.com

First name,

Thank you for connecting with me. Please let me know if there is ever anything I can do to help.

While my career may be "financial advisor," my goal is to help my network and clients in whatever capacity is needed – even if it isn't financial. I have access to many great connections and resources that can help with almost any challenge imaginable.

I like to start a new relationship by providing some sort of assistance to move your life, career or business in a positive direction. Would you be open to a short phone call or grabbing a cup of coffee to get to know each other better?

*Your new LinkedIn Connection,
You*

p.s. – Unlike some financial advisors you may have had experience with, this really isn't a ploy to try and sell you my services. I just want to get to know you better so that I can send people in your direction that will benefit you.

First Name,

Thank you for connecting with me. If there is ever anything I can do to help, please let me know.

I would love to get to know you better to learn more about your business, your target market and how I might be able to refer clients or resources to you. I am actively involved with my network and am able to be on the lookout for opportunities to help them if I know what they need – it's like a mini-radar that's always going in my head. I'd like to be able to help you too.

Would you be interested in a phone call or getting together for lunch? If so, please send me some dates that work for you. If now isn't an appropriate time, no problem. Regardless, feel free to reach out down the road if I can help introduce you to someone.

*Warmest regards,
You*

Relationship Builder Message/2nd Follow Up Message

The purpose of this message is just to “touch” them again and try to illicit another conversation – or an initial conversation if they didn’t respond to the first follow up. Unless you have had any other interactions that would tell you it’s appropriate a 2nd Follow-Up or Relationship Builder Message is STILL too early to ask for a business/potential client meeting. Get to know you meeting, yes. Become a client meeting, no.

If you have connections that are target market that you haven’t communicated with at all or not in a very long time, this message is also appropriate to try and open a conversation with them.

First Name,

Time keeps going so fast! I’m connected to so many great people who I never seem to have time to catch up with or get to know better. So, I’ve started a special initiative to reach out to build some stronger relationships. I’d like to be in a better position to help you with your business or career should an opportunity present itself.

I was wondering if you’d have time for a short phone call or to go to lunch? If things are too hectic right now, it’s no big deal, just let me know if you want to touch base at a later time.

If you would like to chat, send me a few times in the next couple of weeks that you’re available and I’m sure I can find a way to make one work.

I hope this year is exceeding all of your expectations and I look forward to strengthening our relationship.

*Best regards,
You*

First Name,

I recently realized that many of my connections didn't know that we have free educational articles on our website. They cover a range of different topics regarding financial planning and investing (one of my favorites is "...").

I know that many people turn to the website for answers to some general financial questions and it's sometimes hard to know if you're getting reputable information. I just wanted to make you aware of the resource.

*If you're interested in checking them out, you can go to this page:
<https://www.yourwebsite.com/GuidesResources>*

Also, please feel free to share if you know someone else who would benefit.

Again, if there is anything I can do to help, please let me know. I always want to get to know my LinkedIn Connections better, so if you'd like to have a phone call or grab lunch, please let me know.

Have a great day!

You

Identify Top Prospects for Introductions and Referrals

As you are reviewing your 2nd Degree Target Market search results, look for the best of the best prospects that are connected to people you know well and who you would feel comfortable asking for an introduction.

Ideally, you want to identify at least 1-2 of these per day, create a strategy for the introduction and take steps to get the introduction.

The method for getting the introduction that I recommend is from Bill Cates (www.referralcoach.com) and can be found below. If you are uncomfortable asking for referrals and introductions, I highly suggest investing in his training program or books.

Reach out to the connection you have in common preferably by phone, but you can use email. If multiple connections are available, identify the connection that knows you well and that you

think has influence over the prospect. Ideally, you want the person to have a relationship with you and the prospect and not just be connected on LinkedIn.

Step #1: Find Out About Their Relationship to LinkedIn

"George, I know that we're connected on LinkedIn. I'm curious, are you using LinkedIn much?"

Regardless of the answer, you still move on. Find out why or why not and then segue into Step #2.

Step #2: Ask for the Introduction

"I noticed that you are connected with Bob Johnson. Do you know Bob well? How do you feel about introducing me to Bob?"

If they are not comfortable introducing, thank them for their time and ask if you can help them in any way and move on to another connection if available.

Step #3: Discuss the Introduction

"Let's talk about how you introduce me to Bob. I'd enjoy the opportunity to take you and Bob to lunch in the near future?"

OR

"Let's talk about how you introduce me to Bob. What do you think about crafting an electronic handshake?"

Step #4: Follow Up on the Introduction

"Bob, I see that George is saying nice things about me. I would like to present myself to you as an additional resource – as I have been for George. May we set up a brief (5-10 minute) phone call to get the conversation started?"

Invite Whose Viewed Your Profile to Connect

One trick to get visibility to your target market is to simply look at their profiles with your visibility settings completely open. People are curious by nature; a significant percentage will look back.

If you are a Free LinkedIn Member and you allow yourself to be fully identified when visiting other peoples' profiles, you can see the five (5) most recent people who visited your profile who are not anonymous. If you are Premium, you can see the last 90 days.

On a regular basis, review who has viewed your profile. If anyone who meets your target market views your profile, invite them to connect. On average, 10% to 20% will accept and some who view you because you viewed them will invite you to connect before you get a chance.

First Name,

Thank you for visiting my profile. I wanted to reach out in case you were looking for help. I regularly share info for financial planners, insurance agents & those who manage them to help leverage the power of LinkedIn to grow their business. Would you like to connect?

You

First Name,

I noticed you looked at my profile and wanted to introduce myself. From time to time, I share content on helping businesses improve growth, operations and profitability that you may find of interest. I'd love to learn from you too! Would you be interested in connecting?

You