



Sample LinkedIn Messaging

We have included some ideas
around effective LinkedIn
messaging.

Hi (name),

I came across your profile and thought we both might benefit from being connected.

Thank you,

Your name

This is a quick and effective connection request message. If you have anything in common with the person, it is always nice to lead with that - something like, I see we both went to X University. However, sometimes you don't, and that is not a huge deal. This simple note - along with your GREAT profile, will likely win you the connections.

Hi (name);

We have been connected for a while now and I have helped many savvy meeting planners like you find peace of mind during this challenging time we are facing.

My hotel, X, specializes in providing a welcoming and productive environment for our meeting guests - while ensuring all of our cleanliness and physical distancing protocols keep them safe. The end result? Meeting planners like you who look like rock stars AND have peace of mind!

CLIENT TESTIMONIAL

If you think this is worth 10 minutes of your time, please let me know a good time to contact you - or you can schedule it yourself on my calendar here (include calendly.com link). I look forward to talking with you.

This is a social proof message. If you have a nice client testimonial - I would include it. Your text should reinforce what the testimonial says. If you don't have a great testimonial, you can send this message out, but I might add something like, "I would be happy to connect you with an of our clients so you can hear for yourself how helpful we are." You want to reassure them that others find you great to work with - you are an expert at this!

Hi (name);

I've reached out a couple of times and it seems like you are either too busy or you may just not have a need for my hotel at this time. I completely understand it might not be the right time and I don't want to fill up your inbox unnecessarily.

Can I ask you to let me know when you think it might be the right time to talk about meetings again?

If you have just been too busy to respond but would like to talk now, you can always reach me by calling XXX and I will be happy to work with you.

Thank you and have a fantastic rest of your day.

This is generally the last LinkedIn message I will leave for at least several months. I will still like and comment on their posts and stay engaged, but no more direct messages for awhile.