

# CONNECTING

## How to Connect

- **Member's profile**- Click or tap the Connect button on their profile page.
- **Search results page**- Click Connect to the right of the member's information. Grow Your Network page - Import contacts using their email address.
- **My Network page**- Accept pending invitations.
- **People you may know**- Click or tap the Connect button below the member's name.
- **Leverage Connections**- Ask a mutual connection to help you connect. Send a message to your existing network asking who can help you connect to a 2nd- degree connection.

## How to Customize a Request

It's important to be strategic when connecting with somebody new on LinkedIn. You will want to send a customized message, but there are a few important things you should and shouldn't do.

The goal of an invite to connect should never be:

- An appointment
- Scheduled demo
- Proposal request

The conversion you are looking for in this stage is **acceptance** and a first step in **building trust**.

A small percentage of people will take the time to look at your profile before accepting, which is why the first impression (your photo, headline, and connect message) are so important.

### **How to personalize your connection request:**

- State your shared connection and how you know them
- How and why you found their profile
- How your professional goals align or intersect
- Similar education or past experience
- What you admire about their work or LinkedIn "brand"

## Examples

### **A New Co-Worker**

Hello (name), I'm so happy to have been able to join (company). I look forward to being part of such an innovative and dynamic group, and I'm excited to be able to contribute. See you around the office!

### **A Former Co-Worker**

Hello (name), It was a pleasure to have worked together at (company name) from (years/time together). I'd love to stay connected, maybe someday we can meet up for coffee. I'd love to hear about your new job at (company). Hope all is well.

### **Someone You Want to Work With**

Hi (name), I saw the projects you did for (company), and I was impressed with your work. My company (name) is looking to work on a similar strategy, and your skills would be a great help. Let me know if you're interested in working together.

### **A Recruiter**

Hello (name), I see that you work with (agency name)- I'm also in the (industry), and I've been working professionally in the field for (time). If you have time, I'd love to talk about whether my background would make me a fit for any openings in your office. Thanks!

### **Someone Within Your Field**

Hello (Name), I came across your profile and saw you work in (field). I'm reaching out to connect with other like-minded people. I would be happy to make your acquaintance. Have a good day!

### **Someone You Met at a Networking Event**

Hi (name), it was so great meeting you at (event). Our conversation about X really got me thinking more about Y. I'd love to connect and stay in touch.

### **A Mutual Connection**

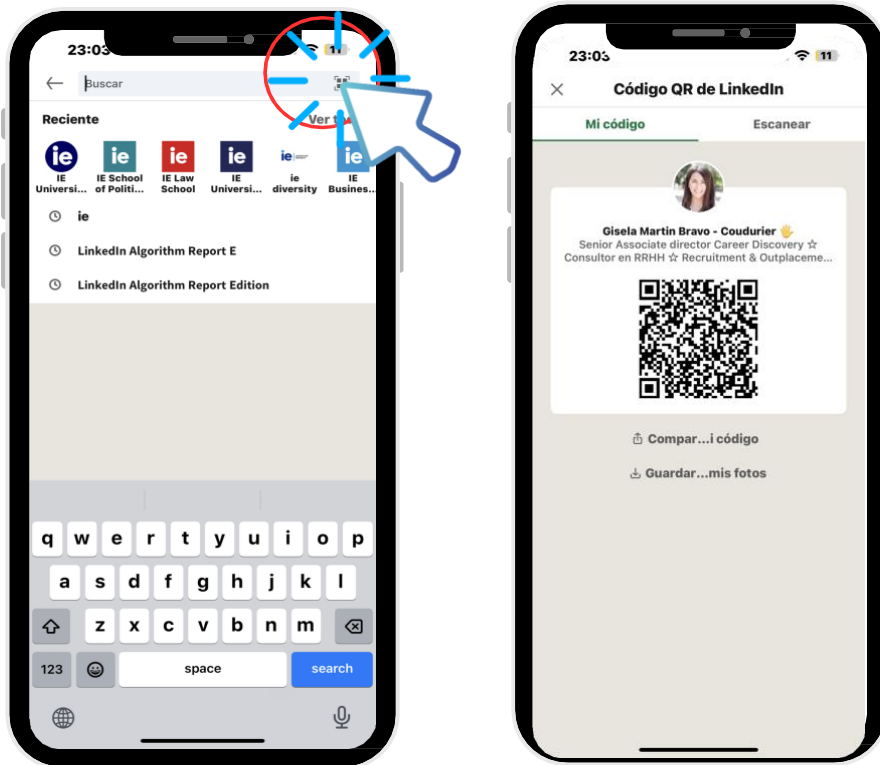
Hello (name), I saw you're also connected with (mutual connection). We (how you met mutual connection). I'd love to have you in my network, too.

### **Alumni from your University**

Hi (name), I see that you also graduated from (university). I'm a current/alumni X major and would love to learn more about your work with (person's current employer). Thanks so much, (your name)

## Profile QR Code

One of the best ways to connect in-person is by using LinkedIn's QR code feature. Make sure you know how to do this before your next networking event!



1. Go to the “search” bar and click the QR code icon.
2. This will bring you to the page shown in the right image, which displays your QR code. You can choose to share your code, or above select “escanear/scan” to scan another person’s QR code.