

Cold LinkedIn Scripts

Goal: *To establish meaningful connections with potential clients on LinkedIn while building trust and rapport in a professional yet approachable way.*

These scripts aim to:

- Start engaging conversations.
- Generate interest without sounding pushy.
- Build long-term relationships that may lead to business opportunities.

Tips for Effective Outreach

1. **Keep It Short:** People are busy. Respect their time by sticking to concise messages.
2. **Make It About Them:** Focus on their expertise, not yours. Start with what interests them.
3. **Personalise Every Message:** Reference specific details from their profile, like a recent post or accomplishment.
4. **Find Common Ground:** Highlight shared industries, experiences, or goals to build rapport.
5. **Be Genuine:** Skip the generic compliments and get real. It's about connecting, not impressing.
6. **Prompt Action:** Include a question or offer something valuable to encourage a reply.
7. **Be Patient:** Relationships take time—follow up respectfully if needed.

Scripts for Connection Requests

Sample 1: Shared Expertise

Hi [Name],

I noticed we both have experience in [specific field or expertise]. I always enjoy connecting with professionals who share similar interests. Let's connect!

[Your Name]

Sample 2: Genuine Compliment

Hi [Name],

I came across your profile and was genuinely impressed by your work at [Company Name]. I'd love to connect and learn from your experience in [industry].

[Your Name]

Sample 3: Personalised Context

Hi [Name],

I saw your recent post on [topic] and completely agreed with your perspective. It's refreshing to see [specific insight]. I'd love to stay connected and keep learning from your updates.

[Your Name]

Sample 4: Common Location

Hi [Name],

I noticed you're based in [city/location]—so am I! If I can ever introduce you to someone in my network, let me know. Let's connect!

[Your Name]

Sample 5: Relevant Interest

Hi [Name],

Your work in [specific field] really caught my eye. I'd love to connect and follow your updates—your perspective would be valuable in my network.

[Your Name]

Scripts for Follow-Up After Connection

Sample 1: Compliment and Question

Hi [Name],

Thanks for connecting! I admire what you're doing at [Company Name]. How are you navigating [specific challenge or trend in their industry]?

[Your Name]

Sample 2: Website/Content Compliment

Hi [Name],

Thanks for connecting! I checked out your website and loved [specific aspect]. Do you have any exciting projects or launches coming up?

[Your Name]

Sample 3: Thought Leadership

Hi [Name],

Thanks for connecting! I've been following discussions about [topic]. What's your take on where the industry is heading in 2025?

[Your Name]

Sample 4: Offering Help

Hi [Name],

Thanks for connecting! I've worked with companies in [industry/location] on [specific problem] and would be happy to share some insights. Let me know if that would be useful!

[Your Name]

Scripts for Lead Generation

Sample 1: Sharing Content

Hi [Name],

I saw your work in [specific field] and thought this [resource/content] might be helpful. It's designed to address [specific problem] and could be a great tool. Want me to send it over?

[Your Name]

Sample 2: Invitation to an Event

Hi [Name],

I'm hosting a free webinar for [industry professionals] on [topic]. It'll cover [key insights] and provide actionable takeaways. Would you like me to save you a spot?

[Your Name]

Sample 3: Offering Research Insights

Hi [Name],

I'm conducting research on [topic] and thought you'd have some valuable insights to share. Would you be open to answering a few quick questions? I'll gladly share the findings when they're ready.

[Your Name]

Sample 4: Nurturing Non-Responders

Hi [Name],

I'm not sure if you saw my earlier message, but I'd love to share [resource/content] that could help with [specific challenge]. Let me know if you're interested, and I'll send it your way!

[Your Name]

Follow-Up After Positive Response

Sample 1: Sending Content

Hi [Name],

Thanks for your interest! Here's the [resource/content] I mentioned. Let me know if you have any questions or thoughts. Looking forward to hearing your feedback!

[Your Name]

Sample 2: Scheduling a Meeting

Hi [Name],

Thanks for responding! Would you be open to a quick chat about [specific topic]? I can work around your schedule—let me know what time works for you.

[Your Name]