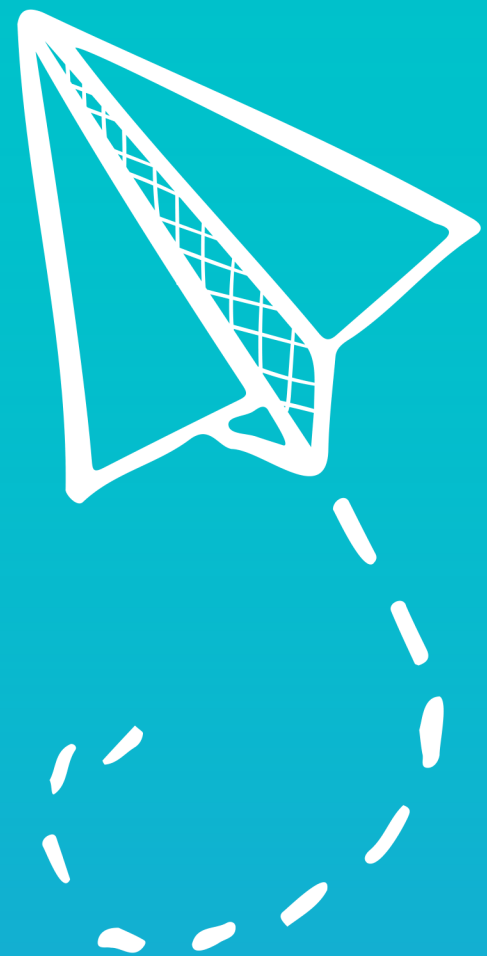


7 WAYS TO PERSONALISE YOUR EMAIL AND LINKEDIN MESSAGING



01

Mention that you looked over the prospect's profile before contacting them

Incorporate information from your prospect's profile. This conveys that you are not just trying to make a sale. Showing sincere interest in their work and discussing their knowledge in the industry sets you apart from others.

02

Admire content

When sending a connection request, you can share your thoughts and express appreciation and value for their content.

03

Highlight their achievements or projects

Look through the profile of your prospect to see any recent projects and achievements. By connecting their brand and area of expertise to yours, you can draw more attention.

04

Mutual connection

Find a mutual contact. If you have a sizable network on LinkedIn, you can send connection requests and mention the mutual connection you have with them. The connection will most likely be accepted right away.

05

Information request

When you connect with industry professionals, you may solicit their ideas, insights, and knowledge as well as discuss a particular subject to learn their perspectives, address business issues, receive insightful feedback, and do much more.

06

Acknowledge Interests

Some prospects may be transparent about their interests when posting on social media. Perhaps they often share content featuring their pets or workout videos of themselves. Observe their interests and make a comment. Even better if you can find something to relate to.

07

Join groups

Join LinkedIn groups that have members who fall under your ICP. This way you can refer to the group that you're both part of in your connection request message. LinkedIn Groups provide an opportunity for like-minded people to interact with one another, discuss ideas, work together on projects, and more. They are a terrific method to build connections and expand your company's reach.

