BEFORE YOU WRITE

Before you connect with anyone on LinkedIn, **do your homework** and research the people with whom you want to connect. Find out what school they went to and what positions they have held. Doing this will help you **find common ground** – the piece of information that indicates what you two have in common. This could be anything from sharing an alma mater, to belonging to the same LinkedIn group, to having another connection in common. Remember, **personalizing a message** establishes trust and makes it more likely that your request will be accepted.

Keep your message concise, as LinkedIn has character limits on messages, particularly for invitations.

Note: We offer subject line suggestions for when you may have the contact's email address. For messages sent in LinkedIn, you will not have the option to personalize a subject line.

TEMPLATE 1 | FOLLOWING UP AFTER MEETING SOMEONE IN PERSON

Subject: Following Up from XXXX Event

Hi David,

It was nice meeting you at the XXXX event. I enjoyed talking to you about XXXX and would like to stay in touch.

Best,
John Johnson

TEMPLATE 2 | REACHING OUT TO A LINKEDIN GROUP MEMBER

Subject: Discussion re: XXXX group comments

Hi Mary,

I am a fellow member of the XXXX LinkedIn group and noticed your comments about XXXX. I would like to connect with you professionally so we could talk more about it.

Best,
Yun Li

TEMPLATE 3 | NO PRIOR CONTACT WITH A JHU OR OTHER INSITUTION ALUMNUS

Subject: Discussion re: __ with JHU MBA (or MS) Student

Hi Dr. Shukov,

I was looking at your profile and noticed that we are fellow alumni of __ University. I also noticed we have similar interests in __. I am really passionate about __ and would like to hear your perspective on it.

Would you be interested in discussing the subject over coffee?

Best,
Camila Diaz

TEMPLATE 4 | ASKING FOR AN INTRODUCTION

Subject: Request for a LinkedIn introduction with XXXX

Hi Rick,

I hope this message finds you well. How was your move to Seattle? Enjoying the rain yet?

Since we last spoke, I have decided it would be helpful to get __ experience. __ is one of the companies I admire in the online world, and I noticed that you have a first-degree connection to Gary Johnson, a financial analyst there.

Would you be willing to introduce me to Gary? If you feel uncomfortable making an introduction, no worries. Alternatively, I would appreciate any advice you have on how best to approach Gary.

Any help you could provide would be greatly appreciated. Thank you, and I hope to hear from you soon!

Abigail Brown

TEMPLATE 5 | ASKING FOR A RECOMMENDATION

Note: Keep in mind that the goal is not to receive a large number of random recommendations around the same time period. Recommendations have more value if they come from people you have a strong connection with; in addition, a strong recommendation is brief and offers **specific information** that highlights both hard and soft skills you possess. Consider requesting recommendations from a variety of people (e.g. peers, supervisors, and so forth). Ideally, a recommendation should reinforce your personal brand – the image you want to present to the professional world.

Additionally, the best way to receive a recommendation is to write a recommendation for others. Keep in mind that the recommendations you write can also be viewed on your profile, so be sure to put genuine thought behind the content and proofread.

Subject: Request for a LinkedIn recommendation

Dear Minh,

It has been a few weeks since I left (XYZ Company). Hope you are doing well! As you know, I am looking for my next role and would really appreciate your help in writing a recommendation for me on LinkedIn. I would be happy to offer a few ideas on what to write about (e.g. my work on our successful fundraising campaign in 2013). Please let me know if you have any questions. It will only take a few minutes and I would be happy to discuss it further with you as well!

Thank you!

Divya Lalji

Schedule an appointment with a **Career Coach** for a LinkedIn message consultation or review.