

How to Write Professional LinkedIn Request Messages - Templates Included

Are you hesitant to reach out to professionals on LinkedIn because you are unsure of what to say, how to come across as professional or fear the possibility of rejection? Don't worry, you're not alone! Many individuals feel this way when it comes to initiating conversations on LinkedIn. However, it's important to remember that LinkedIn is a platform specifically designed to for professional networking, and expanding your network can lead to numerous benefits for your career growth and opportunities.

Some Benefits of Expanding Your Network on LinkedIn

1. **Access to Industry Insights:** Connecting with professionals in your field provides a valuable opportunity to gain insights into industry trends, best practices, and emerging opportunities. By building a diverse network, you can tap into wealth of knowledge and expertise.
2. **Career Opportunities & Networking:** The larger your network, the more exposure you have to potential job openings, referrals and career advancements. Many jobs are shared within LinkedIn networks before they are publicly advertised, giving you a competitive edge in the job market.
3. **Mentorship & Guidance:** Engaging with experienced professionals opens the door to mentorship and guidance. By seeking advice from those who have already achieved success in your desired field, you can gain valuable perspectives, and make informed decisions about your career path.

Tips for Crafting LinkedIn Messages:

1. **Research the Recipient:** Before reaching out, take the time to research the person you're interested in connecting with. Understand their professional background, accomplishments, and areas of expertise. This knowledge will help you tailor your message and demonstrate your genuine interest.
2. **Start with a Personalized Greeting:** Address the recipient by their name and use a friendly, yet professional tone. Don't forget to be yourself and let your personality shine through in your messaging to give it a personal touch!
3. **Highlight Common Ground or Shared Interests:** If you have any common connections, shared interests, did you meet at an industry event on campus, graduated from the same program at BCIT? Mention it early in your messaging to establish a connection and foster rapport.

- 4. State your Purpose:** Clearly state the reason you're reaching out, whether it's to connect, seek information/advice, express interest in a specific opportunity or explore collaboration. Request a call to action such as scheduling a phone call, virtual meeting etc. Be concise and straightforward.
- 5. Express Gratitude and Sign off Professionally:** Thank the recipient for their time and consideration and end your message with a professional closing, including your name and any relevant contact information.

Sample Scripts:

1. Asking for a LinkedIn Connection

LinkedIn request from BCIT Alumni

Dear (Recipient's Name),

I hope you are well. Your profile came up when I was looking for BCIT alumni who have graduated from the Business Operations Management Program. I am graduating soon from this program and would love to connect with you to learn more about your experience and background.

Thank you for considering my connection request.

*Best regards,
(Your name).*

Someone You Met at a Career Fair

Dear (Recipient's Name)

It was great meeting you at the BCITSA Tech Career Fair last week. I'd love to stay in touch and learn more about your company.

*Best,
(Your name)*

Someone You Met at a Networking Event

Dear John,

It was a pleasure to speak with you at last night's meet-up event. I'd love to continue our conversation and hope that we can keep in touch.

*Best,
(Your name)*

Someone You've Never Met

Dear Helen,

I have been reading your blog for almost six months and really appreciate the insights you share. I look forward to the opportunity to be more directly connected on LinkedIn.

Best
(Your name)

2. Requesting an Informational Interview

Dear (Recipient's Name),

Thank you for accepting my LinkedIn connection invite. I am wondering if you may be able to help me as I am interested in a career in your field (industry). I am looking to find more information in this field and would love to hear your insights. Would it be possible to arrange a time when we could have a short video call? Thank you in advance for your consideration."

Sincerely,
(Your name)

Dear (Recipient's Name)

I'm a BCIT student, interested in working in marketing. I'm currently completing my 2nd year in the Marketing Management Diploma Program. For the last year, I've been following your work with Adler and Company Ltd., and it's really impressed me. I particularly loved your campaign in The North – the multimedia component was very insightful and effective. If you have 20 or so minutes, I'd love to hear more about how you got started working in the field and what skills you believe are most relevant to the profession.

Thank you so much,
(Your name)

3. The Follow – Up

Dear (Recipient's name),

I hope you're having a great week! I wanted to follow up on my request for an informational interview. As I explained in my previous message, (reason why you are reaching out to this person), I'd love to hear about (questions you'd like to ask). I'm happy to connect whenever is convenient for you. However, if your schedule is too full, I completely understand.

Best,
(Your name)

4. Job Application Submission

Hi (Name),

Hope you are doing well! I'm reaching out to learn more about the (position) at (company). I applied for the position today, but I also wanted to let you know directly as well.

About me: (Share a high-level summary sentence of your experience, and then 2-3 bullet points of your most relevant accomplishments).

The position/company caught my eye because (share a few specific reasons connect to your skills/background).

Let me know if I can answer any questions about my background; I'd love to learn more about (position) and the (company team). And either way, I'm wishing you all a ton of success with this new hire 😊

Best regards,

(Your name)

Dear (Hiring Manager's Name),

I hope this message finds you well. I recently came across the (Job Title position at (Company Name) on LinkedIn and thrilled to apply for this opportunity.

I have (X years) of experience in (mention relevant experience or skills), which has equipped me with a solid foundation in (mention specific areas). I am confident that my qualifications, coupled with my passion for (industry/field) make me an idea candidate for this role.

Please find attached my resume for your review. I would welcome the chance to discuss how my skills align with (Company Name)'s goals and contribute to its success.

Thank you for considering my application. I look forward to the possibility of discussing this position in more detail.

*Sincerely,
(Your name)*

Remember, it's normal to experience some fear of rejection, but reaching out and expanding your network is a crucial step in professional growth. Be confident in your abilities and value and remember that networking is a 2-way street where both parties can benefit from connection. You never know what opportunities may arise or what valuable connections you might make along the way.

Happy networking!

BCITSA Career Services