



# How to Personalize a LinkedIn Connection Request

A personalized LinkedIn connection request will help to entice people to connect with you and will result in a greater number of accepted connection requests. When you click ‘connect’, you may feel stuck and unsure of what to write. Don’t let that stop you from following through. Read and implement the tips below to feel confident sending your next LinkedIn connection request.

## LinkedIn Connection Request 101

There are 2 main things to remember when making a LinkedIn connection request:

1. You have 300 characters for a LinkedIn connection request, so you need to be impactful and to the point. Wordy writers beware.
2. There’s a human on the other end. Be human in your approach. How do you usually approach a conversation with someone you don’t know well? Likely you try to find something in common, or you complement them on something. Apply similar strategies when connecting on LinkedIn.

## How to Send a LinkedIn Connection Request, Step by Step

**Step 1:** Say “hi” or “hello” and use their name as it reads in their profile (For example, don’t call them Bill if the name on their profile says William).

**Step 2:** Follow with a complement or mention a shared connection/interest/activity to intrigue them. Things you could mention include:

- A mutual connection. Bonus: Let them know if the connection recommended you should reach out to this person (it’s not a bad idea to check with your mutual connection first).
- Point out if you studied the same program, attended the same school, or were part of the same club/organization.
- Complement them on something i.e. “I really admire the variety of interesting positions you have held in the accounting field...”

**Step 3:** State briefly what you are hoping to gain from the connection.

**Step 4:** Say “thank you.”

## Examples of Strong LinkedIn Connection Requests

**Sample #1:** Hi Joe, you and I are both connected to Mary Smith. She mentioned you would be an excellent resource to reach out to for broadening my perspective on career opportunities in the Energy sector. I would appreciate the opportunity to connect with you and ask a few questions. Thank you in advance.

**Sample #2:** Hi Joe, I am an Environmental Sciences undergrad at the U of G. I came across your profile while searching through alumni profiles to expand my knowledge of career options. I admire the varied career paths you have had and would love to connect to learn more about your success. Thank you.

**Sample #3:** Hi Joe, I read your latest blog post and appreciate the insight you have provided about the Food Sciences industry. I am currently finishing my undergrad in Food Science and am looking to connect with you to learn more about the industry and your career path. Thanks in advance.

**Sample #4:** Hi Joe, I see from your profile you are a fierce advocate for Food Security. I am hoping we could connect, and I could ask you some questions about your experiences in this line of work to help me narrow down some of my own career goals. Thanks in advance.

**Remember, you have one chance to make a good impression and convince someone to accept your connection request. Keep it brief, make them feel good, and make it count.**