

Module 2

Responding to Invitations

Ideally, everyone who asks you to connect will personalise their invitation and explain why they are getting in touch. However, this is rarely the case and so, instead of ignoring the message because you don't know who the person is, it is good practice to reply to the person and ask them.

You can do this with or without connecting to a person.

Creating a Template Message

Having a standard message you send to everyone saves a lot of time. You will want to craft the message to sound warm and friendly, while also not requiring you to personalise the invitation. You may or may not wish to include other contact information on the message to allow your potential prospect other avenues to get in touch.

As an example, my message reads:

Thanks for asking to connect.

I am not sure that we've met before? I'd be delighted to connect with you, as I am sure there is plenty we can be talking about.

Out of interest, how did you stumble across my profile? If there is anything I can help you with please do reach out.

*Naomi Johnson
TheProfile.Company*

Tel: 07723 602353

*Twitter: @TheProfileCo
Web: TheProfile.Company*

Note however that the template doesn't include a greeting. This is



because we want to personalise the message with the person's name. By not including 'Hi [name]', I reduce the risk of sending the message with the wrong name. If you use copy/paste for your message, ensure you don't copy this part to avoid error.

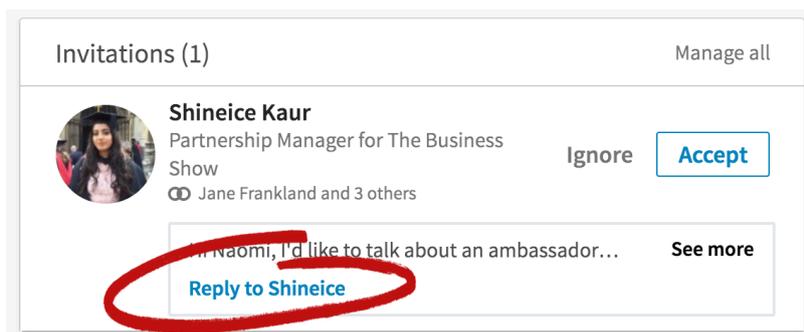
Using Your Template

Programmes like TextExpander for the Mac and PhraseExpress for the PC make using your template super easy. Once your template message is set up, all you will need to do is write a simple code and your template message appears.

For example, you might set up your code as `;limessage` as soon as you type this into the LinkedIn message box your full message will appear.

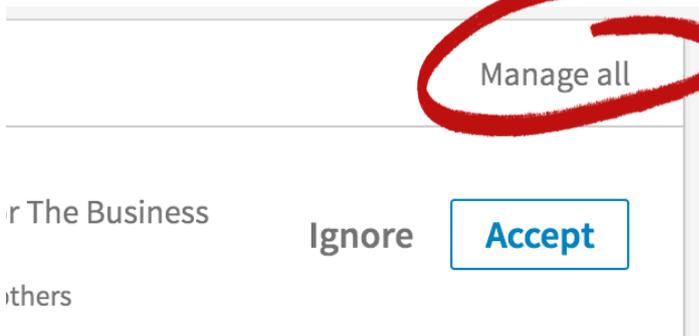
Managing Invitations

If you have invitations to connect they will appear under 'My Network'. In the graphic below you will see I have one pending invitation.

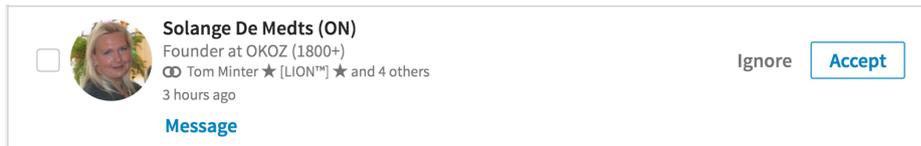


Within this view I am able to **Ignore** or **Accept** the invitation. In this example Shineice has send me a personalised message making it easy for me to reply without connecting. However if no message is present, this option will not show.

Instead we need to click on 'Manage all' in the top right.



From this viewpoint you will be able to 'Reply with Message'.



Note that in this graphic it says 'Message' in blue compared to 'Reply to Name' in the previous graphic.

You will be redirected to your inbox with a new message to your contact loaded. Once you have completed your message and sent it, you will be redirected to the 'Manage All' page in My Network again.

Frequently Asked Questions

If you have further questions about how to implement this training, then please email Naomi@TheProfile.Company and we'll be happy to provide an answer.

● Why do people I don't know invite me to connect?

This will depend on your strategy. If your LinkedIn profile is well written, there is a high chance the person is connecting with you because they have an interest in working with your or something you have written.

● Should I connect with everyone?

As a Thought-Leader, generally, the best practice is to Accept Invitations and reply to each as you go. This person may be in the process of purchasing your services and want to start an immediate conversation, or they may simply be building their network looking for interesting people to follow.

It is for this reason that we connect. By having them in our network they are able to benefit from our status updates and posts, and allow us to access to their 2nd degree network and gain exposure as they interact with our activity.

If you are a Trusted Advisor, the same is probably equally true. However if you work for another company, and therefore want to protect the value of your future network by not diluting it with people you don't know or who are interested in something that is only temporary to your personal brand at the moment, then you might choose to reply before accepting. This way you will only add people to your network, for whom you are building a relationship.

