



LinkedIn Connection Request Message

Create a personal request message when requesting to connect with someone that may be a 2nd or 3rd degree connection. This practice will give you a greater chance of connecting than using the LinkedIn default.

Personal Invitation Components:

- How you know them, know about them, or found them
- Identify commonalities
- Explain who you are and why you'd like to connect
- Warm, polite endnote

❖ Here's a sample format you can use...

Dear Mr. Smith, (always use a surname until personally invited to use their first name)

It was great reading about you in the Milwaukee Business Journal. My computer science studies at CUW are focused on management information systems and I'd very much like to continue to follow your work and connect with you on LinkedIn.

Thank you,

Joe Student (your preferred first name + last name)

Or...

Dear Ms. Jones,

I am excited to let you know that I applied online for the position of Auditing Intern (#12345). I'm a third-year accounting student at CUW and would very much appreciate connecting and possibly speaking about how I can add value to your team [or to company name].

Thank you,

Joe Student

❖ More introductory examples...

- Although we've never met, your profile came up when I was looking for quality control at Plexus. I'm really impressed with your background and would very much like to learn more about your career path. I hope you'll consider connecting.
- It was a pleasure speaking to you at the WorkForce Career Fair. I would very much like to work for [company], and I hope we can stay connected on LinkedIn.

- Thank you for your sponsorship of my Senior Design project. It's been a pleasure working with you, and I very much appreciate your expert advice over the last months. I hope we can stay connected on LinkedIn.
- It was a pleasure to meet you at the recruiting event on Wednesday at CUW. I really enjoyed hearing more about the company and your career opportunities – specifically your recent partnership with Milwaukee Tech Hub. I hope we can connect.
- I see that you're an alumni from CUW, and I look forward to being one in a couple years, as I'm a [your major] student in my 2rd year. I hope you'll consider connecting with me on LinkedIn.
- I see that you're an alumni from CUW. I'm really impressed with your work and accomplishments and would very much like to learn more about your career path. I hope you'll consider connecting.
- I'm a fellow CUW Falcon. I'm in my 2nd year studying [your major], and I would really appreciate connecting with you to learn more about your work and career.
- I am a fellow member of the _____ LinkedIn group, and I saw and appreciated your comments about _____. I hope we can connect and possibly speak about it further.
- I was just reading your blog and really liked your post about _____. I really appreciate your thoughts on _____. Please accept my request to connect.
- Although we've not yet met, your profile came up when I was searching for a counseling position at Roger's Behavioral. I'm a 3rd year psychology student at CUW and would appreciate connecting to speak about how I might add value to your team in an internship position.
- As an education student graduating in a few weeks, I've had 2 years of hands-on experience in the classroom, and I'd very much appreciate connecting with you, so we might speak about how I can add value to [company name].
- I'm a marketing student at CUW with 2 internships and campus leadership experience. I'm graduating in 4 weeks and would very much appreciate connecting with you, so we might speak about how I can add value to [company name].
- I'm a recent CUW graduate, and I know [Company Name] has a great tradition of hiring CUW students. I hope we can connect to talk about how I might join fellow Falcons at [Company Name] and add value to your team.