

LinkedIn DM Templates That Turn Cold Prospects into Warm Conversations (Without Being Pushy)

Angle 1: Ask for feedback

Template:

Hi [First Name],

Noticed you're in the [Industry/Space] space. Could I get your brief feedback on a project we're working on to make [Key Pain Point] easier and more [Desired Outcome] possible?

I'd love to connect and have a quick conversation.

[Signature]

Placeholders Explained:

- **[First Name]:** Recipient's first name
- **[Industry/Space]:** The specific industry of the recipient
- **[Key Pain Point]:** The main challenge your solution addresses
- **[Desired Outcome]:** The positive result your solution aims to achieve
- **[Signature]:** Your name, title, company, and contact details

Example:

Hi John,

Noticed you're in the cloud security space. Could I get your brief feedback on a project we're working on to make data compliance easier and more automated deployments possible?

I'd love to connect and have a quick conversation.

Sachin

Angle 2: Ask for right person

Template:

Hi [First Name],

I don't know if you're the right person or not, but maybe you can point me in the right direction. [Company Name] provides [Service Type] services for [Industry/Sector] in support of [End Users].

I see you are the [Job Title]. If I can add value to the organization by helping you tackle some of the to-do list on your plate and perhaps cut some of the costs associated with it, would you be interested in at least pointing me in the right direction?

Anyways, thanks in advance for your prompt response.

Cheers

Placeholders Explained:

- **[First Name]:** Recipient's first name
- **[Company Name]:** Your company name
- **[Service Type]:** Type of service or solution you provide
- **[Industry/Sector]:** Target industry or sector
- **[End Users]:** The primary users or beneficiaries of your service
- **[Job Title]:** Recipient's current position

Example:

Hi Robert,

I don't know if you're the right person or not, but maybe you can point me in the right direction. TechFlow provides cloud migration and infrastructure optimization services for enterprise software in support of IT departments and development teams.

I see you are the Director of IT Operations. If I can add value to the organization by helping you tackle some of the to-do list on your plate and perhaps cut some of the costs associated with it, would you be interested in at least pointing me in the right direction?

Anyways, thanks in advance for your prompt response.

Cheers

Angle 3: Ask for partnership

Template:

Hi [First Name], thanks for connecting. I was wondering if you'd be open to partnering.

I run a [Business Type] company and we've been in business for [Years] years. We're able to provide [Key Value Proposition 1], offer [Key Value Proposition 2] and I specialize in [Unique Specialty/Niche].

Looking to see if there are a few ways we can partner or refer business to each other.

Placeholders Explained:

- **[First Name]:** Recipient's first name
- **[Business Type]:** Your industry or business category
- **[Years]:** Number of years in business
- **[Key Value Proposition 1]:** Your main competitive advantage
- **[Key Value Proposition 2]:** Your product/service range
- **[Unique Specialty/Niche]:** Your specific expertise or focus area

Example:

Hi Michael, thanks for connecting. I was wondering if you'd be open to partnering.

I run a digital marketing agency and we've been in business for 8 years. We're able to provide the highest ROI guarantees in the industry, offer all digital marketing services and I specialize in e-commerce businesses.

Looking to see if there are a few ways we can partner or refer business to each other.

Angle 4: Product pitch

Template

Hi [First Name], it's great to connect with you (albeit virtually)

As you can see from my profile, I'm passionate about [Professional Interest] and the role of [Technology/Solution Type] in improving [Industry] experiences.

To that end, we've come up with a new [Solution Type] for [Target Market].

It's a cutting-edge [Product/Service Description] that transforms [Current State] into [Desired Outcome]. We've worked with leading brands like [Client Examples] to [Quantified Benefit 1] and [Quantified Benefit 2].

When would be a good time to make an introduction with your esteemed organization? It's good to connect on LinkedIn but I'm confident that an in-person meeting or a zoom call would uncover more synergies.

Best regards,

[Name]

Placeholders Explained:

- **[First Name]:** Recipient's first name

- **[Professional Interest]:** Your area of expertise/passion
- **[Technology/Solution Type]:** Type of technology or solution you offer
- **[Industry]:** Target industry
- **[Solution Type]:** Specific type of solution (app, platform, service, etc.)
- **[Target Market]:** Your target customer segment
- **[Product/Service Description]:** Brief description of your solution
- **[Current State]:** What you're trying to improve
- **[Desired Outcome]:** The transformation you deliver
- **[Client Examples]:** Notable clients or case studies
- **[Quantified Benefit 1]:** First measurable result
- **[Quantified Benefit 2]:** Second measurable result
- **[Name]:** Your signature

Example:

Hi Jennifer, it's great to connect with you (albeit virtually)

As you can see from my profile, I'm passionate about healthcare innovation and the role of AI in improving patient care experiences.

To that end, we've come up with a new cloud-based solution for healthcare providers.

It's a cutting-edge patient engagement platform that transforms traditional patient communication into personalized digital experiences. We've worked with leading brands like Mayo Clinic, Cleveland Clinic, and Johns Hopkins to reduce wait times by up to 40% and improve patient satisfaction scores by 25%.

When would be a good time to make an introduction with your esteemed organization? It's good to connect on LinkedIn but I'm confident that an in-person meeting or a zoom call would uncover more synergies.

*Best regards,
David Chen*