

LinkedIn Connection Scripts

7 Proven Scripts for Building Your Network and Finding Clients

Connection Request - Warm Lead

Hi [Name] - I've been following [Company] and love what you're doing with [specific detail]. I help [niche] businesses automate their [process] with AI and thought we might have some synergies. Would love to connect!

Connection Request - Cold Outreach

Hi [Name] - I noticed you're the [Title] at [Company]. I specialize in helping [industry] companies save 15-20 hours/week through AI automation. Would love to connect and share some ideas.

Follow-Up After Connection (Day 1)

Thanks for connecting, [Name]! I took a quick look at [Company] and had a couple ideas on how AI automation could help with [specific process]. Would a 15-minute chat be worth your time this week?

Follow-Up After No Response (Day 5)

Hey [Name], I know you're busy so I'll keep this short. I recently helped a [similar industry] company automate their [process] and they're saving [specific result]. Happy to share how if you're interested. No pressure either way!

Engaging with Their Content

Great post about [topic], [Name]! [Add genuine insight or question about their post]. I've been seeing similar trends with AI automation in [their industry]. Would love to chat about it sometime.

After Engaging Multiple Times

Hi [Name] - I've enjoyed our exchanges on [topic]. I help [niche] businesses implement AI automation and I think there might be a fit for [Company]. Would you be open to a quick brainstorm call?

Referral Ask

Hi [Name] - really enjoyed working together on [project/conversation]. Quick question: do you know anyone in [industry] who might benefit from AI automation

for [process]? I'd appreciate any introductions, and happy to return the favor anytime.

LinkedIn Best Practices

- Personalize EVERY message. Generic templates get ignored.
- Engage with their content 2-3 times before sending a DM.
- Keep connection requests under 300 characters.
- Never pitch in the connection request itself.
- Post valuable content 3-5x/week to build credibility.
- Use LinkedIn Sales Navigator for advanced prospecting (\$99/mo).

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