

①

THANKS FOR CHECKING OUT OUR LINKEDIN TEMPLATES. THINK OF THESE TEMPLATES AS BOOSTERS TO YOUR OWN WRITING IMAGINATION. THEY ARE MEANT TO HELP YOU GET STARTED WITH WRITING SOMETHING! IT'S A LOT EASIER TO START WITH SOMETHING THAN IT IS WITH NOTHING, RIGHT? DON'T TAKE THESE SAMPLE TEMPLATES WORD-FOR-WORD... PLEASE FOR THE LOVE OF BIRTHDAY CAKE ICE CREAM, MODIFY THEM TO FIT YOUR PERSONALITY AND LIKING.



2

Template 1

A "NOTE" FOR WHEN YOU SEND AN INVITE TO ANOTHER LEARNING PRO ON LINKEDIN



You're scrolling through the LinkedIn app and clicking on the invite button on every instructional designer in the industry. Ever send a personal note when you invite someone? If you're like most people, probably not! But should you decide to add a personal note (**PLEASE DO IT!**), what do you write? Well, there are a million things you can write, but let's just pick one scenario.

Scenario:

Sometimes you'll want to connect with someone who posted a freelance contract opportunity that pops up in your feed.

For instance, let's say you saw a post from Linda, a 2nd connection on LinkedIn, who posted a contractor opportunity for an instructional designer. And Linda happens to be the Director of Digital Learning at ACME. It would be great to connect with her, right?

So, here's what you might consider.

NEXT ➔

3

Template 1: Steps

GO TO HER PROFILE AND CLICK "CONNECT."

YOU'LL SEE A POP-UP BOX THAT GIVES YOU THE OPTION TO ADD A NOTE.



You can customize this invitation ×

LinkedIn members are more likely to accept invitations that include a personal note.

SELECT THE ADD A NOTE BUTTON. REMINDER: IT IS ALWAYS A GOOD IDEA TO PERSONALIZE YOUR INVITATION! THEN YOU'LL SEE THIS.



Invite Linda to connect ×

Build a quality network by connecting only with people you know.

Message (optional)

300 / 300

YOU ONLY HAVE 300 CHARACTERS, BUT HERE'S A MESSAGE YOU CAN INSERT AND MODIFY BEFORE YOU SEND THE INVITATION.

Hi, Linda!

I wanted to reach out to you as a fellow learning & development professional. I would love to add you to my professional network. Perhaps one day we could share some ideas and experiences.

Regards,

<Your Name>

NEXT ➔

4

Template 2

THAT "FOLLOW-UP" MESSAGE YOU SEND TO A NEW LINKEDIN CONNECTION



So hopefully Linda has accepted your invitation. Huzzah! But be patient. **HOLD ON! CONTROL YOURSELF!** Don't send her a message within the first few minutes after she accepts your invite. That's a bit thirsty. Wait a day or two before you send her a "cold" follow-up message. Give her some space to check out your profile (and maybe even your website) before you write to her.

Hello, Linda!

Thank you for connecting on LinkedIn and I hope you're doing well. I recently visited your profile and you have an impressive background in the training industry. I also saw your post about the <name of ID contract opportunity>. This opportunity intrigued me, and I'd like to be considered as a candidate in your talent search. I've attached my resume and the link to my portfolio is <insert URL>.

If you feel that my background matches your needs, please contact me at <email address> or at <phone #> to discuss the opportunity further and how I can provide support. Thank you in advance for your time and consideration. I look forward to hearing from you soon.

Best regards,
<Your Name>

NEXT ➔

5

Template 3

THE "NOTE" YOU SEND WHEN YOU SEND AN INVITE
TO A RECRUITER ON LINKEDIN



Alright, we gave you some messages for connections who are posting opportunities. Now let's talk about **recruiters**. Yep, you should send them invites, too! Here's why. Recruiters are looking for great talent. ALL. THE. TIME. So if they are connected to you, then they have increased their talent pool for their clients. It's that simple. Now let's look at a scenario.

Scenario:

Mike is a recruiter for the IT industry, but you don't know if he recruits learning professionals like you. That's okay! You just never know. The more recruiters you're connected to on LinkedIn (regardless of their affiliated industry), the more likely you'll hear about new ID or eLearning development opportunities. Why? Because you can personally message them after you're connected on LinkedIn. You can always ask if they recruit talent for ILT or eLearning projects. And even if they don't, you can ask them to keep an eye or ear open for projects related to learning.

See how this networking stuff works?!

NEXT ➔

6

Template 3: Steps

REMEMBER THIS DIALOG BOX? YOU'RE ABOUT TO SEND MIKE AN INVITATION, BUT AGAIN, IT'S A GOOD IDEA TO ADD A NOTE.



Invite Mike to connect ×

Build a quality network by connecting only with people you know.

Message (optional)

Ex: We know each other from...

300 / 300

Cancel **Send invitation**

AGAIN, YOU ONLY HAVE 300 CHARACTERS FOR THIS INTRO/INVITE MESSAGE. HERE'S A MESSAGE TO THE RECRUITER YOU CAN INSERT AND MODIFY BEFORE YOU SEND THE INVITATION.

Hi, Mike!

I see that you recruit in the XYZ industry and as an Instructional Designer, I'd like to join your talent pool. I thought to reach out to see if it made sense to work together.

**Best regards,
<Your Name>**

NEXT ➔

7

Template 4

THE "FOLLOW-UP" MESSAGE YOU SEND TO A NEW RECRUITER CONNECTION!



Yay, Mike has accepted your invitation! Again, **ALERT ALERT**, don't send him a message within the first few minutes after he accepts your invite. Give him some time to check you out first! Wait at least a day, okay? After some time has passed, now you're ready to send a follow-up message to Mike.

Hello, Mike!

Thank you for connecting on LinkedIn. It appears we have mutual interests in the eLearning and Storyline groups. Do you currently recruit talent for the IT industry? If you are looking for instructional design and Storyline talent, let me know as I'd love to be considered as part of your resource pool.

Attached is my resume, which includes the link to my Storyline portfolio. If there's anything I can do to support your efforts please let me know. I have a large network of talent that I'd be happy to share in case you need more resources (as I do subcontract out ID and development work occasionally).

Thank you in advance for your time and consideration.

Hope you have a great and productive day!

Best regards,
<Your Name>

NEXT ➔

SO, HOW WE FEELING? LINKEDIN IS A GOLDMINE FOR FINDING LIKE-MINDED PROFESSIONALS, RECRUITERS, AND OTHER INSTRUCTIONAL DESIGNERS. IT'S A PLACE WHERE YOU'RE SURE TO ENCOUNTER A PLETHORA OF BOTH DIRECT AND INDIRECT CLIENTS! SO GO OUT THERE AND PUT THESE TEMPLATES TO GOOD USE! JUST BE YOURSELF--THEY'LL LOVE YOU! AND IF THEY DON'T, EW WHAT'S THEIR PROBLEM!?

HAPPY CONNECTING!

IDLANCE

