



Briefcase
Coach

REACHING OUT TO DECISION MAKERS ON LINKEDIN

*Networking Resource
for Higher-Level Professionals*

EXPANDING YOUR PROFESSIONAL NETWORK ON LINKEDIN

For Higher-Level Professionals

Your network is one of your most valuable assets during a job search. LinkedIn provides a powerful platform to connect with decision-makers who can influence hiring decisions. This worksheet will guide you through crafting effective outreach messages that get noticed and generate responses.

BEFORE YOU REACH OUT

Research: Thoroughly research the decision-maker's background, experience, and recent activity on LinkedIn. Look for common ground, shared interests, or connections you can mention in your message.

Optimize Your Profile: Ensure your LinkedIn profile is up-to-date, showcasing your skills, accomplishments, and career goals. A strong profile increases your credibility and makes a positive first impression.

CRAFTING YOUR MESSAGE

Personalize: Avoid generic templates. Address the person by name and tailor your message to their specific interests and the company's needs.

Be Concise: Decision-makers are busy. Keep your message brief and to the point, highlighting your key qualifications and the value you offer.

Focus on Value: Explain how your skills and experience align with the company's goals and how you can contribute to their success.

Call to Action: Clearly state your desired outcome, whether it's a brief conversation, an informational interview, or consideration for a specific role.

EXAMPLE OUTREACH MESSAGES

Example 1: Referencing a Shared Connection

Subject: Connecting via [Shared Connection Name]

Dear [Decision Maker Name],

I'm writing to you as a connection of [Shared Connection Name]. I've been following [Company Name]'s work in [Industry/Area] with great interest, particularly [Recent Company Achievement/Project].

With my background in [Your Area of Expertise] and experience leading successful initiatives at [Previous Company], I believe I could significantly contribute to your team's efforts in [Area of Alignment].

Would you be open to a brief conversation to explore potential opportunities at [Company Name]?

Kindly,
[your name]

Example 2: Highlighting Relevant Expertise

Subject: [Your Area of Expertise] Leader – Exploring Opportunities at [Company Name]

Dear [Decision Maker Name],

I was impressed to read about [Company Name]'s recent [News/Initiative] in [Publication/LinkedIn Post]. My experience in [Your Area of Expertise] at [Previous Company], where I [Quantifiable Achievement], aligns well with your company's focus on [Company Value/Goal].

I'm confident I can bring valuable insights and contribute to [Company Name]'s continued success. Would you be available for a quick introductory call to discuss how my skills could benefit your team?

Kindly,
[your name]

EXAMPLE OUTREACH MESSAGES

Example 3: Expressing Interest in a Specific Role

Subject: Interested in the [Job Title] Position at [Company Name]

Dear [Decision Maker Name],

I'm writing to express my strong interest in the [Job Title] position currently advertised at [Company Name]. With my [Number] years of experience in [Relevant Industry] and proven track record of success in [Key Skills/Responsibilities], I'm confident I possess the qualifications and drive to excel in this role.

In particular, my experience in [Specific Achievement] aligns perfectly with the requirements outlined in the job description.

Thank you for your time and consideration. I've attached my resume for your review and welcome the opportunity to discuss my qualifications further.

Kindly,
[your name]

Remember, building relationships takes time. Focus on creating genuine connections and providing value in your interactions.

- Be patient: Decision-makers are busy. Allow a reasonable amount of time for a response before following up.
- Be persistent: If you don't hear back, send a polite follow-up message reiterating your interest and value proposition.
- Be professional: Maintain a professional tone in all your communications, even if you don't receive a response.