

## The LinkedIn Ninja Wiki # 2

### Template Responses to Connection Invites

**Relationship Networking** is the preferred networking style for LinkedIn Ninjas. We are open to building a vibrant, growing cadre of select relationships with a dedication to be of service. Relationships stated on LinkedIn are developed outside of LinkedIn via a strategy called: Invite | Respond | Relationship.

#### How to Respond to an Invite Request

While Ninja's are committed to a relatively small network of contacts; we understand the importance of growing the cadre. The majority of request to invite come from people you may not know. On the surface this will preclude them from being a part of your contact list because you don't know them. However, following this strategy can open a path way to establishing a relationship that can lead to a connection. When receiving an invite ask the following:

1. How well do I know this person?
2. What can I do to help this person?
3. When can I talk to this person?

Before responding check out the persons profile – and make the following judgments

1. Does the person have a professional picture? – This tells me the seriousness of my potential connection. As a rule Ninja's will not connect with a person without a profile picture. Why? In order for our networks to remain vibrant want our network populated by serious networkers. For a Ninja the lack of a picture indicates a lack of seriousness therefore no connection.
2. I review he profile for completeness – Again this tells me about the seriousness of my potential connection
3. What connections do we have in common? – If this is a person I do not know I will call one of my connections to get more information before reaching out.

#### Targeted Response Templates

Ninja's are committed to responding to all invite requests within 24 hours of receipt. We can achieve that commitment by having a number of targeted response templates at the ready saved as word documents to cut and paste into an email response. – After following the guidelines above use these additional tips before sending your response.

1. Respond via email: A LinkedIn invite request will come to your email box respond to it by email not in LinkedIn. Reason: The response templates maybe longer that LinkedIn will allow within the systems. Also the back and forth email dialogue that should take place before the connection is best done in email and phone calls outside of LinkedIn.
2. Customize your template response: Using template responses will save you time however, take a wee bit of the time you have saved by customizing the template; include the person's name; or the name of a common connection; or other factoid gained in your review of their profile.
3. You don't have to connect now: 90% of all invites to connect are from people you don't know. Most of the templates require some action by you and the potential connector – namely a phone call.

#### Template 1: LinkedIn Response to connect from someone you don't know

Veronica (always personalize) thanks so much for reaching out to me, I am excited about the prospect of joining your network. As you know LinkedIn is a wonderful tool however, I think we too often substitute "our connections" to "our relationships" I have decided to populate my contact list with "relationships"



Marben Bland, is the LinkedIn Ninja. He writes the weekly blog [How to Be a LinkedIn Ninja](#) For comment or additional questions contact marben: [marben@marbenbland.com](mailto:marben@marbenbland.com)

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people who I have an understanding of what they are up to and how I can be of service to them. To that end it would be an honor to start a relationship with you before we connect. While I know we are both busy so I suggest the first step should be a phone call. Would you be open to speaking this week? My number is 608.358.1309. (If you are not comfortable providing your phone number get a free transfer number from Google or other suppliers). –

Again thanks for reaching out

Marben

This note puts the responsibility for establishing the relationship with the requestor and is a gage of the seriousness of your potential connection. Only about 10% my potential connections respond.

#### **Template 2: Request to connect from someone with an incomplete profile.**

John thanks so much for reaching out, I am truly excited about the prospect of joining your network. I am passionate about building a LinkedIn network of people I can be of real service to. To achieve that goal I have established two “best practices to ensure that my network and the network that I am joining are aligned.

Best practice 1: Populate my contact list with people who I have “relationships” with instead of just contacts. Let’s chat so I can now how I can be of serve to you as a first level contact. To that end it would be an honor to start a relationship with you before we connect. While I know we are both busy so I suggest the first step should be a phone call. Would you be open to speaking this week? My number is 608.358.1309.

Best practice 2: Populate my contact list with people who have 100% profiles these are the things you must do to make your profile 100%. Your current position, Two past positions, Your education, A profile summary, Your photo, Your specialties, and at least three recommendations. You have many of these elements currently in your profile but you must all of them to reach 100% . I subscribe to a great email blog entitled: [How to be a LinkedIn Ninja](#) – I suggest you subscribe as well; it will help improve your profile allowing you to get the most out of LinkedIn.

Again I look forward to being in your network; I hope these best practices will bring excellence to our interactions.

Marben

Notice you did not turn the person down in this note you provided a window for connection and in true Ninja style you are sharing helpful information.

#### **How to use these Templates**

1. Rewrite this template to suit your situation
2. If sending the note on LinkedIn, write the draft and final in word copy and paste into LinkedIn



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