



9 LinkedIn Templates That Start Conversations

Use proven LinkedIn copy that has generated millions in revenue and booked thousands of calls.

#1) The Conversation Starter

Hi {{FirstName}}, Came across {{Lead.Name}} and noticed <personalized compliment>.

Are you all running <something you help with>?

#2) Value Based Pitch

Hi {{FirstName}}, We help <soft pitch> and we actually just helped <their competitor> to <growth metric>.

I can share how we did it if you're interested?

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#3) Vague Conversation Starter

Good to connect - how are things at {{Lead.Name}}?



#4) New Role

Noticed you just joined {{Lead.Name}}. How is the transition going?



#5) Coming Into Town

{{FirstName}}, noticed you're also in
{{Lead.Location}}. I'm actually going to be there next
week!

Open to grabbing a coffee? Imk!

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Simple Follow Ups

Lmk! 👍

Just wanted to make sure you saw this. Lmk if it's worth a chat.

Let me know. Either way, would be good to connect!

If this isn't a focus - happy to reconnect in the future too - lmk 😊



We make it easy to drive B2B revenue... almost too easy.