



## Building YOUR Messaging Trees

There are multiple types of messages you will use to entice your connections to engage and ultimately agree to meet. Some of these are **direct** and some are more subtle or **indirect**. The parts of the message in **GREEN** mean you will personalize that part each time. This makes for easy cc/paste. When creating your own, don't forget the structure. It should have appropriate spacing so it can be read at a glance. Always use the **FIRST NAME** of the connection and sign off w/ your name.

### **I. DIRECT PRIMARY GOAL MESSAGES**

#### **THE FIRST MESSAGE AFTER CONNECTION REQUEST ACCEPTED and REPLY:**

##### **QUESTION 1: Showing you value their connection**

Hi, @@@@,

Great to connect on LinkedIn and what's the value in that if we never interact? (Make this your OWN intro line focusing on interacting – i.e. talking, getting to know each other, etc.)

So... quick question: what's your core business? (Simple easy for them to answer w/o having to think - Main focus? Current project? Etc.)

Laura

*(Connection replies: I totally agree! Thanks for asking. I'm currently working on a marketing project for the Black Friday sales.)*

##### **QUESTION 2: Edification and Relatability**

Hi, @@@@,

That's awesome! (super, great, fascinating, etc!) I noticed on your (profile, website, post) that you \_\_\_\_\_ . (BE BRIEF!)

(Me too statement!) I've found that customers seem to be frustrated with corporate culture so we are switching it up this year. What about you? (or other simple to answer question that shows you are actually interested in who they are! This is also a great place to share a relevant article or perhaps an event of interest)



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Laura

(*Connection replies:* Yep, corporate culture is sure taking a beating! We are focusing on giving back in an effort to retain existing customers. What are you doing to switch it up?)

### QUESTION 3: Ask for the Meeting!

Hey, @@@@,

(*Restate their answer*) I am refocusing also. (ask for a meeting based on common problem or your solution). (*State reason to meet*) In fact, I've found some strategies that really seem to be hitting home! (Ask for the meeting) If you are open to it, let's hop on a zoom and compare notes. I've got some time \_\_\_\_\_ or \_\_\_\_\_ afternoon. If that's not convenient, feel free to use my calendar to find a good time: (LINK TO CALENDAR)

Looking forward to talking!

Laura

## II. NOTIFICATION TAB MESSAGING: INDIRECT ENGAGEMENT MESSAGING: (Consider using EMOJIS in these messages)

### 1. Birthdays

*Write your own from the heart! It's ok to use the same one w/ everybody but make sure to change it up every year!*



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## 2. Anniversaries

WOW. @@@@! X years is quite an accomplishment! Think you will stay there for another X years?

## 3. Job Promotion

Way to go, @@@@! What's the best thing about your new position so far?

## 4. New Job

@@@@, Congratulations on your new position with NEW COMPANY!! What's the best thing about it so far?

## 5. LCS (aka "Like, Comment, Share") – This is simple:

**JUST DO IT! (BUT DO IT STRATEGICALLY!)** Again, relying on your **notifications tab**, LCS on posts, articles, & mentions of your connections. Don't just "like" though...use one of the other reactions as it helps elevate the post in the algorithm

*This worksheet is to be used in conjunction with the LinkedIn Deep Dive Training created by Laura Barker specifically for her students. This material is not to be shared by you with anyone without express permission of Laura Barker. Thank you for your cooperation!*



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NOTES



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Please use the following pages to create messages that you can easily cc/paste into LinkedIn so that you will always have fresh messages without having to recreate the wheel every time you want to say something.

## **YOUR MESSAGE TREE QUESTIONS:**

- 1. Show your Connections that you value them! Ask a simple but engaging question. Remember, they should be able to answer it w/o having to think.**
  
- 2. Edification and Relatability – Always reply with a positive, enthusiastic word! My favorites include: Super! Fantastic! That's Great! Wow! Awesome! Follow the formula set out above in Question 2 to create your own Question 2 Template.**
  
- 3. Ask for the Meeting! Follow for formula and start booking appointments.**



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## Create Your “Notification” Messaging

1. **Birthday Message**

2. **Anniversary Message**

3. **New Job Message**

4. **Promotion Message**