

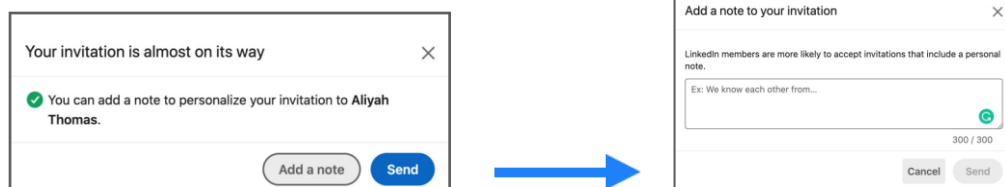
This **eCom Process LinkedIn Connection Request Formula** is a message designed to be used to initially connect with a qualified lead inside of LinkedIn.

- Send a Connect Request
- Theory
- Message Template

1. SEND A CONNECT REQUEST

Overview. In this step you will learn how to request a connection from a potential Lead inside of LinkedIn.

- Always use the “Add a note” function and paste in the message template.
- Make sure the template is personalized for the lead.



2. THEORY

Overview. In this step you will learn why we use the Connect Request Formula to engage with potential leads inside of LinkedIn.

- Topics you can use as reasons to connect:
 - Mutual connections
 - Same LinkedIn groups
 - Same Industry
 - LinkedIn Suggested as Connection

3. MESSAGE TEMPLATE

Overview. In this step you will copy and customize the following message template to the prospect you are messaging.

- Be sure to replace any text with [boxes] around it with the appropriate text.
- Choose the appropriate template depending on which Company Profile you are prospecting to. **Brands, Brand Management Agencies or Brand Aggregators.**

Example #1 (No common connections)

Hey [First Name],

I noticed you're in the Amazon business and I'm impressed with your work. Thought it might make sense to connect here.

Example #2 (Have common connections)

Hey [First Name],

I noticed we're in similar industries and even have a few mutual connections. I'm impressed with what you're doing and thought it might make sense to connect here.

Example #3 (Most generic example)

Hey [First Name],

I noticed we're in similar industries and I'm impressed with what you're doing. Open to connecting here?

Example #4a (Sent to people who have viewed your profile)

Hey [First Name],

I saw you just checked out my profile and I'd love to connect with you to see if we can help each other in any way.

And if you need any help using SOPs to automate your Amazon business, feel free to reach out. Looking forward to connecting with you.

Example #4b (More personalized connection request sent to people who have viewed your profile)

Hey [First Name],

I saw that you [**insert something custom you find on their profile or their company**] and thought it might make sense to connect here.

And if you need any help on using SOPs to automate your Amazon business, feel free to reach out to me.