

LinkedIn Outreach Message Templates

Eleven templates by scenario — shapes to adapt, never strings to send. The bracketed parts are the work: if you cannot fill them with something true about this specific person, the template is not ready.

Nova · [joinnova.ai](https://joinnova.ai/guides/linkedin-outreach-messages/) — from the full guide at joinnova.ai/guides/linkedin-outreach-messages/

Cold connection note (no prior engagement)

"Your [post/talk] on [specific topic] matched what we're seeing with [your market] — connecting so I catch the next one."

"We're both selling into [role]; your take on [specific thing they wrote] was the least boring one I've read."

One real reason, then stop. No pitch, no link, no meeting ask, under 300 characters. Can't fill the brackets? Send a blank invite instead — it outperforms a generic note.

Connection note after engaging with their content

"Been reacting to your [topic] posts for a week — figured I should actually connect instead of lurking."

Names the familiarity that already exists. Often the better move is a blank invite — they've seen your name; the invite completes a pattern instead of starting one.

First message after they accept (warmed lead)

"Saw you're hiring two [role]s — usually means [function]'s about to scale. Curious how you're planning to keep quality up while volume doubles?"

"Your post on [topic] matched what we're seeing — one pattern you didn't mention: [your actual observation]. True for you, or are we overfitting?"

Open with their thing, give a point of view, end on a question answerable in one line. No calendar link.

Event, webinar or comment follow-up

"You asked about [question] during [event] — we hit the same wall last quarter. Happy to share what didn't work, if useful."

"Your comment on [post] about [topic] stuck with me — did you end up solving [problem], or just living with it?"

Shared context is the strongest opener there is — the message continues a conversation that already started.

Re-engaging a thread that went quiet

"Different angle since I last wrote — saw [their company] just [verifiable change]; does that change [relevant question] for you?"

"No response needed — this piece on [topic] covered what I was fumbling toward. Worth the five minutes."

Each follow-up adds something new. "Just bumping this" adds nothing and signals automation. Space follow-ups 4–7 days apart.

The graceful exit (last follow-up)

"Closing the loop — timing's clearly off, and silence is a fair answer. If [problem] climbs the list next quarter, you know where I am."

Costs the prospect nothing and reads as respect. Graceful exits get replies surprisingly often — and leave the door open.

The test for every line: could it have been sent to someone else unchanged? If yes, rewrite it. Full teardowns, voice-note guidance and the metrics that matter: joinnova.ai/guides/linkedin-outreach-messages/ · Free to share with a link back. © 2026 Nova.