

# En Masse LLC

*"reach your clients en masse"*

P.O. BOX 224 Temple PA 19560; Phone: 610-507-5723, Fax: 1-888-805-9780

Info@enmasseonline.com , www.enmasseonline.com

## **LinkedIn Invitation**

*"Hi [INSERT FIRST NAME], – Would love to connect + invite you to (my) [INSERT GROUP NAME] on LinkedIn. I think you'll find the posts/info really helpful, plus we'd LOVE to have your insights and input to add to the mix. Thanks! – [INSERT YOUR NAME and COMPANY NAME]"*

## **Response to Invitation**

*"Hey Mike, so glad we got connected. Are you interested in .....?"*

## **Messages**

*"If you have a second, I would love your answer to this. What ..... topic would you like to know more about?"*

*"Curious – Are you interested in [BLANK]? If so, I have [XYZ]. If you'd like to see how it works, just reply with the word "YES" and I can shoot you over a link to [XYZ] and if you're not interested, no worries at all. Cheers!"*

*"Hi [INSERT FIRST NAME], – hope things are going great in [BLANK]! Thought I'd shoot you a quick note – I just published a new post here on LinkedIn that's all about how .....such as yourself can generate more sales leads, clients and revenue. Here's a link to the post if you want to check it out: (URL) Thought you'd find it helpful since it's geared specifically toward ..... services professionals like yourself. Hope it helps and excited to hear what you think if you have a chance to check it out!"*

## **Testimonials**

Subject Lines (replace generic LinkedIn subject line with one of the ideas below):

- Quick favor?
- Need your help
- [INSERT FIRST NAME] can you help me out fast?
- [INSERT FIRST NAME] quick favor
- [INSERT FIRST NAME] – need your help fast!
- "Dear [INSERT FIRST NAME],

*"I'm in the midst of shoring up my LinkedIn profile and thought I'd reach out to see if you'd be up for giving me a brief recommendation here on LinkedIn based on your knowledge of who I am and the work I've done. And if you're not comfortable doing so absolutely no worries. Meantime hope this note finds you well, and (sincerely) if there's anything I can do to help you out here on LinkedIn or otherwise, please let me know! — [INSERT YOUR NAME and COMPANY NAME]"*