

Investing in Coffee Chats

*Please Note: These messages are for you to get started!
Tweak them and make them authentic to you and your situation for the results you're looking for.*

LINKEDIN SHORT MESSAGES

1. Connect on a specific work project

"Hi [Name],

Your [XX project, experience] at [Company] was innovative.

I'd love to connect and get your thoughts on [XX] I'm working on."

2. Someone changed their role

Hi [XX],

I noticed you pivoted from [XX] role to [XX] role.

I am curious to learn why as I'm contemplating about the same shift. Let's chat?

3. Reaching out on a post

Hi [XX],

Your recent posts resonate with me and the work I do [Insert short phrase from the post].

I'd love to be part of your network and have a conversation. Thanks

Hi [XX],

The last post you wrote on [Topic XX] really hit a chord.

I'd love to chat more on the topic.

4. Reaching out based on experience

Hi [XX],

You recently celebrated 5 years in XX, so many different exciting roles.

I'd love to learn more about your experience.

5. Reaching out to a recruiter

Hi [XX],

You've recently posted a role and I'm a great fit. I'd love to chat more and share why.

6. Follow-up after meeting

Hi [XX],

It was great connecting with you. We have so many common goals, I'd love to keep in touch!"

COLD EMAILS

Connecting on similar interests

"Hi [Name], I hope you're doing well. I've been following your journey at [Company]. You are making such an impact especially in [specific area]. I also noticed you [insert similar hobby - *ski, hike*] which is my passion. I'd love to get to know you and exchange ideas. If you're open to it, let's connect and see how we might support each other."

Someone you had a conversation with

Hi [Name],

I hope you're well! It was great meeting you at [Event/Conference]. Our conversation on [topic discussed] has stuck with me. I'd love to keep it going and explore how we can continue to support each other's work. Would you have some time in the coming month to chat?

Connecting on a challenge/goal

Hi [Name],

I hope this message finds you well. I've been following your work with genuine admiration. The way you've tackled [specific challenge or project] at [Company] really stood out to me. I'd love to connect to share insights or exchange ideas, I believe we could both gain a lot from connecting!

Inspired by Codey Sanchez – Show them they are invested in your success:

I owe you for advising me to [e.g. do volunteer work]. It's helped [e.g. build my network] like you said and given me so many learning opportunities.

I'll keep in touch, sharing how your guidance had made an impact on me.

Reaching out to a recruiter

Hi [Recruiters Name]

You've recently posted a role. Here's why I'm a great fit (Include 3 bullets that show why you are "the candidate"):

[XX] years in [Mention role related skills]

[XX] role related qualification

[Insert Soft Skills – communications]– role related – is my top-rated strength.

Learn more about me here:

Add Website: e.g. [Sadaf Aslam](#)

Add LinkedIn. [SadafAslam](#)

Add any other highlight: e.g., My talk on immigrant

experiences: <https://vimeo.com/978477282?share=copy> Ranked top 5 on DisruptHR this month

To pitch a project / Start Collaboration

Subject: A Game-Changing Opportunity

Hi [XX],

Thank you for being the voice of [mention organization vision].

I am writing this to share an exciting opportunity for [XX].

TrailBlazHer by Sadaf Aslam– Free Content

Introduce your project [e.g. [findmyrobin](#) is more than just an app in development]. It will be a game-changer for [XX e.g. their customers, target audience].

Why?

By [Insert what's unique about your project - leveraging technology and fostering community connections], the vision is [e.g. to empower immigrant women to earn while]

We think you share our vision and commitment, and you're one of the first we've contacted to consider a partnership.

I'd love to connect with you to discuss this opportunity further.

Regards,

Your Name

If you'd like to know more about me, click on the links below.

Add Website:e.g. [sadafmaslam](#)

Add LinkedIn: e.g. [SadafAslam](#)

Add any other highlight: e.g., My talk on immigrant experiences:

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To pitch a project to an influential person

Subject: A message you can't ignore

Hi [Name],

You've been a leading voice for [relevant group/issue]. We're developing a unique approach at [Your Company/Platform]. Our platform empowers [target audience] to choose how they want to balance work and home life, while also fostering mutual support.

I'd love the opportunity to pitch our concept to you and explore potential collaboration.

Add Website:e.g. [sadafmaslam](#)

Add LinkedIn: e.g. [SadafAslam](#)

Add any other highlight: e.g.[My talk on immigrant experiences:

<https://vimeo.com/978477282?share=copy> Ranked top 5 on DisruptHR this month]

Subject: A Platform Aligned with Your Vision

Hi [XX],

You've been a powerful voice for [moms], advocating for choices and opportunities. At [Company] we're developing a platform that [show how it aligns with the vision]. I'd love to pitch how we can collaborate and align our efforts with your vision.

If you'd like to get to know me and what I do, more information below:

Website:[e.g. [sadafmaslam](#)]

LinkedIn:[e.g. [SadafAslam](#)]

Add any other highlight: e.g., My talk on immigrant experiences:

<https://vimeo.com/978477282?share=copy> Ranked top 5 on DisruptHR this month

Subject: An Opportunity You Can't Miss

Hi [XX],

I work on [XX]. This might be something you haven't considered, but it's a perfect fit for you.

Here's why [insert compelling reasons].

I'd love the opportunity to share the details with you.

In the meanwhile, here [insert link] are a few details for you to assess if this is relevant.

If you'd like to get to know me and what I do, more information below:

Here's some information about me:

Website:[e.g. [sadafmaslam](#)]

LinkedIn:[e.g. [SadafAslam](#)]

Add any other highlight: e.g., My talk on immigrant experiences:

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Subject: A Message You Can't Ignore

Hi [XX],

You've been an unwavering advocate for [XX]. We've created a platform that aligns perfectly with your mission—one that enables [Customers to do XX].

I'd love the opportunity to pitch how our goals intersect and explore how we can collaborate to make a real impact.

Let's chat more if you think it's worth your time.

Thanks,

If you'd like to get to know me and what I do, more information below:

Website:[e.g. [sadafmaslam](#)]

LinkedIn:[e.g. [SadafAslam](#)]

Add any other highlight: e.g., My talk on immigrant experiences:

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Subject: Something to Consider

Hi [XX],

This is something you might not have done or thought of doing. – but its time you considered. We have a platform that does [XX], it aligns with your vision and message. Here's why it's worth your time:

[Insert 3 points to explain why]

[XX e.g. It aligns with your mission]

[XX e.g. This does not take time]

[XX e.g. Here is the market of customers you can reach]

Thanks,

Learn more about me and what I do

TrailBlazHer by Sadaf Aslam– Free Content

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