Connecting with a Basic LinkedIn Account

Most jobs come from relationships. The RCC strongly recommends working with individuals that you have met or have been introduced to learn more about your chosen field and explore job opportunities. LinkedIn is a great resource for this – if used correctly.

Cold calling is when you reach out to someone that you don't already know. It should not be done too often on LinkedIn because you run the risk of being blocked if you are reported too many times by recipients of these messages. Sometimes, however, cold calling is necessary to reach out to someone that you have no connection to and cannot be introduced to by an existing LinkedIn contact.

You have 300 characters (or about 3 sentences) to make your introduction. We suggest following an abbreviated version of the outline below.

1st sentence – Introduce yourself
2nd sentence – Why are you contacting them?
3rd Sentence – Ask to add them to your network on LinkedIn
If they accept, then you can follow up directly with an email or call.

EXAMPLE: *(This is 300 characters including spaces).*

My name is John Smith, a student at the Bauer College of Business. I see that you work in Supply Chain, a field I am very interested in. I would like to connect with you on LinkedIn so that I can learn more about this field from someone like yourself who has some expertise in Supply Chain.

Thank you.

Never use the standard LinkedIn connection message. The message should always be personalized. If you have a shared connection or someone referred you, mention that as well.

If you would like assistance crafting this or any other correspondence, please visit the Rockwell Career Center webpage at www.hirebauer.com to schedule an appointment with a Career Counselor.