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LinkedIn Outreach Templates: 32 Connection Requests and Follow-Up Messages for 2027 (Every Note Under 200 Characters)

Short answer: LinkedIn outreach templates are short, copy-ready messages for connection requests, first messages and follow-ups. For 2027, write connection notes to fit 200 characters, the limit LinkedIn's help pages give for accounts without Premium, tie each one to a signal you can see on the profile, and ask a question before you ask for a meeting.

Key takeaways

- **Write to 200 characters.** LinkedIn's help pages give 200 characters for a connection note on an account without Premium and 300 with Premium (checked 18 November 2026). All ten notes here fit in 200.
- **Notes are rationed.** One LinkedIn help page says three personalized invitations a month without Premium, another says five. Either way, spend them on people with a visible signal.
- **Signal first, template second.** A post, a job change, a hiring page or a mutual connection tells you which message to send. No signal means a blank request and a better first message.
- **Question before meeting.** The first message after they accept asks one easy question. The meeting request comes after they answer.

How long can a LinkedIn connection note be in 2027?

Limit	Account without Premium	Premium	Where LinkedIn says it
Characters in a connection note	200	300	Help pages on personalized invitations and on InMail versus invitations
Connection requests with a note per month	Three on one help page, five on another	Unlimited personalized invitations (general invitation limits can still apply)	Same two pages
Messages to people you are not connected to	Not available: Basic accounts can message connections only	InMail, with credits that depend on the subscription	Help page on InMail versus invitations
Total invitations per week	No number is published. All members are subject to limits, and a restriction typically lasts one week	Help page on reaching the invitation limit	

Should you add a note or send a blank request?

What you can see on their profile	Note or blank?	Template to use	Why
They posted or commented in the last month	Note	1	You can quote their own point back to them
New job in the last 90 days	Note	2	People in a new role are building their network and are often open to new contacts
Their company is hiring for a role you help with	Note	3	A job post is a public statement of a priority
A mutual connection you actually know	Note	4	Borrowed trust, as long as it is true
Same event, group or community	Note	5 or 6	Shared context is a reason to connect on its own
They reacted to something you posted	Note	7	They started the conversation
Company news: funding, expansion, a launch	Note	8	Gives you a reason for writing now
You emailed or called them this week	Note	10	Ties the channels together and shows a real person
Nothing: a quiet profile, right job title	Blank request, or template 9 if you are a true peer	Then 14	Save your notes for people with a signal

1. Note: they posted something **(template: copy and adapt)**

```
Hi [First name], your post on [topic] made a point I keep repeating to my team: [their point
in 5 words]. I work on the same problem from the [your angle] side. Glad to connect.
```

2. Note: they changed jobs **(template: copy and adapt)**

```
Hi [First name], congratulations on the move to [Company]. I work with [role]s in their first
90 days on [problem]. No pitch, just good to be connected while you settle in.
```

3. Note: their company is hiring (template: copy and adapt)

```
Hi [First name], saw [Company] is hiring [role]s. I help [type of team] get new hires
productive faster with [one thing]. Thought it made sense to connect while you build the team.
```

4. Note: a mutual connection (template: copy and adapt)

```
Hi [First name], [Mutual name] and I worked together at [Company], and your name came up when
we talked about [topic]. Would be good to be connected.
```

5. Note: you were at the same event (template: copy and adapt)

```
Hi [First name], I was at [event] too and liked your question about [topic]. I am comparing
notes with a few people who were there. Open to connecting?
```

6. Note: you share a group or community (template: copy and adapt)

```
Hi [First name], we are both in [group or community]. I read your comment on [thread] and it
matched what I see with [type of client]. Happy to connect.
```

7. Note: they engaged with your post (template: copy and adapt)

```
Hi [First name], thanks for the comment on my post about [topic]. Your point on [their point]
was better than mine. Good to be connected properly.
```

8. Note: company news (template: copy and adapt)

```
Hi [First name], read about [Company]'s [expansion into Texas]. We have helped [type of
company] through the same step. No ask today, just keen to follow how it goes.
```

9. Note: same role, no signal (template: copy and adapt)

```
Hi [First name], I also run [function] at a [size] [industry] company. I like to stay
connected with people solving the same problems. Open to it?
```

10. Note: after your cold email (template: copy and adapt)

```
Hi [First name], I sent you a short email on [day] about [topic]. Connecting here so you can
see I am a real person. No need to reply to both.
```

11. First message: thank-you with a question (template: copy and adapt)

```
Thanks for connecting, [First name].

Your point about [topic from the note] stayed with me. One thing I am curious about: are you
handling [specific part of the problem] in-house at [Company], or with outside help?

Either answer is useful to me. No pitch attached.
```

12. First message: the signal, then a question (template: copy and adapt)

```
Thanks for connecting, [First name].

When companies [open a second office / double the sales team], the thing that usually slips is
[specific problem]. I have seen it at [type of company] more than once.

Is that on your radar at [Company] yet, or already solved?
```

13. First message: give something first (template: copy and adapt)

```
Thanks for connecting, [First name].

I put together a one-page [checklist / benchmark] on [topic] for [role]s. It covers [two
things it covers]. No form, no follow-up sequence.

Want me to send it here?
```

14. First message: after a blank request (template: copy and adapt)

```
Thanks for accepting, [First name]. I should say why I reached out.

I work with [type of company] on [problem in plain words], and [Company] looked like the kind
of team that runs into it. I may be wrong.

Is [problem] something you are dealing with this quarter, or is it someone else's desk?
```

15. First message: who owns this? (template: copy and adapt)

```
Thanks for connecting, [First name].

Quick one: who at [Company] looks after [area, e.g. outbound for the new region]? I have a
short note on [specific observation] and I would rather send it to the right person than guess.

If it is you, I will keep it to three lines.
```

16. First message: peer benchmark (template: copy and adapt)

```
Thanks for connecting, [First name].

I am comparing notes with a few [role]s on one number: [metric, e.g. how many touches before a
first meeting]. Ours is about [your honest figure] at the moment.

Happy to share what I hear back from the others. What does yours look like?
```

17. Follow-up: a new angle (template: copy and adapt)

```
[First name], a different way to ask my earlier question.

Most [role]s I talk to say the hard part of [topic] is not [obvious thing] but [less obvious
thing]. Does that match what you see?
```

18. Follow-up: something useful, no ask (template: copy and adapt)

```
[First name], this made me think of [Company]: [link to article or report]. The part on [
specific section] is the useful bit.

No reply needed.
```

19. Follow-up: after you commented on their post (template: copy and adapt)

```
[First name], I left a comment on your post about [topic], but one thing did not fit in a
comment.

You wrote that [their point]. How are you measuring that at [Company]? We track it by [your
method] and I am not sure it is the best way.
```

20. Follow-up: wrong person? (template: copy and adapt)

```
[First name], I may be asking the wrong person. If [topic] sits with someone else at [Company],
 point me their way and I will leave you in peace.
```

21. Follow-up: a new signal weeks later (template: copy and adapt)

```
[First name], saw the news about [new signal]. Congratulations.

That usually brings [specific problem] forward by a quarter or two. If it does, my earlier
offer stands: [one-line offer]. If not, ignore me.
```

22. Follow-up: close the loop (template: copy and adapt)

```
[First name], I will stop here so I do not clutter your inbox.

If [problem] becomes a priority, I am one message away. Good luck with [their current project].
```

23. InMail: senior executive (template: copy and adapt)

```
Subject: [Company] and [specific topic]

[First name], you said in [interview / earnings call / post] that [their stated priority].

We work on exactly that with [type of company]. One question: is [specific obstacle] slowing
it down, or is that already handled?

If it is not a priority, a one-word no is fine.

[Your name]
```

24. InMail: hiring signal (template: copy and adapt)

```
Subject: While you hire the [role]

[First name], saw the [role] opening at [Company].

Hiring takes time. If [the work that role would do] cannot wait, we can cover it in the
meantime and hand over cleanly when your hire starts.

Worth a short conversation, or is the timeline fine as it is?

[Your name]
```

25. InMail: after an event (template: copy and adapt)

```
Subject: Your talk at [event]

[First name], I was in the room for your session on [topic]. The point about [specific point]
is one I have not heard anyone else make.

One thing I would add from our side: [one-line observation]. Curious whether you agree.

[Your name]
```

26. Reply: tell me more (template: copy and adapt)

```
Happy to, [First name].

Short version: we [what you do in one sentence] for [type of company], so that [outcome in
plain words].

It is easier to show against your setup than to describe. Would [Tuesday 3pm] or [Thursday
10am] your time suit a short call?
```

27. Reply: send me some information (template: copy and adapt)

```
Of course. Here is the one page that matters: [link].

So I send the right detail next: is the bigger issue for you [option A] or [option B]?
```

28. Reply: not now (template: copy and adapt)

```
Understood, and thanks for telling me straight.

Would it be useful if I checked back in [month], once [their stated reason, e.g. the budget
cycle] is done? If the answer is no, that is fine too.
```

29. Reply: we already have someone (template: copy and adapt)

```
Makes sense, most teams your size do.

I am not suggesting you switch. Out of interest, is there one part, [specific gap, e.g. a new
region or a second channel], where you would like a second pair of hands? If not, I will leave
it there.
```

30. Reply: yes, book the meeting (template: copy and adapt)

```
Great. [Tuesday 3pm] or [Thursday 10am] [their time zone] both work for me. If neither does,
pick any slot here: [booking link].

I will send an invite with a two-line agenda so you know what to expect.
```

31. Reconnect with a dormant connection (template: copy and adapt)

```
[First name], we connected back in [year] and I do not think we ever actually spoke.

I noticed you are now [new role / working on new project]. I spend my days on [what you do]
and it overlaps with [their area].

How is [specific thing] going at [Company]?
```

32. Ask a connection for an introduction (template: copy and adapt)

```
[First name], a small favor. I see you are connected to [Target name] at [Company].

I would like to ask them one question about [topic]. If you are comfortable with it, here is a
line you can forward:

[Your name] works with [type of company] on [problem] and asked me to connect you. Worth a
quick chat if [problem] is on your list.

If you would rather not, no problem at all.
```

How do the templates change for the US, the UK, the Gulf and India?

Market	What I change	Example adjustment
United States	Get to the point in the first line and offer a specific time early once they reply	Replace 'would it be useful' with 'worth a short call Thursday?'
United Kingdom and Ireland	Understate. Add a clear, polite way to say no, and keep superlatives out	'I may be wrong, but' before the observation; British spelling throughout
UAE, Saudi Arabia, Qatar	Open with the relationship and the person, and move one step slower to the ask	Use template 4 or 5 where you can; add a line about their company's news before any question
India	Say plainly who you are and what you want; senior titles expect a clear reason and respond to a named reference	Lead with the mutual connection or a client type in the first sentence
Germany, Netherlands, Nordics	Be factual and specific; skip small talk and write formally on first contact	Replace 'curious' questions with a precise one about a process or a number

What does a 14-day LinkedIn and email sequence look like?

Day	Channel	Action	Template
1	LinkedIn	View the profile, read the last three posts, leave one real comment if there is something to say	None
2	Email	First cold email, tied to the same signal	See the B2B cold email templates
3	LinkedIn	Connection request, with a note if there is a signal	1 to 10
4 to 5	LinkedIn	First message within a day or two of acceptance	11 to 16
7	Email	Follow-up email with a new reason	Email follow-up
9 to 10	LinkedIn	Follow-up with a new angle or a resource	17 or 18
12	Email or phone	Short email, or a call if you have a direct number	Email or call script
14	LinkedIn	Wrong-person check or close the loop	20 or 22

Who should run your LinkedIn outreach?

Your situation	Best fit	Why
Founder selling the first ten deals	Do it yourself, 20 minutes a day, with these templates	Your own profile and voice convert best, and you learn what buyers say
Sales team with reps who have time	Reps send from their own profiles; a manager reviews the first messages weekly	Keeps it personal and keeps quality from slipping
Team that needs meetings in a new market and has no spare hours	A managed program that runs email and LinkedIn together	The research and reply handling take more time than the sending
Anyone tempted by full automation on one profile	Slow down first	A restricted account stops every channel that depends on it

Quick answers

How long can a LinkedIn connection request message be?
LinkedIn's help pages give 200 characters for a personalized invitation on an account without Premium and 300 characters for Premium members (checked 18 November 2026). Spaces and punctuation count. Write to 200 so the same note works on every account, and check the count again after you fill in the names.

How many connection requests with a note can I send on a free LinkedIn account?
LinkedIn's own help pages disagree. The page on personalizing invitations says up to three connection requests with a message per month; the page comparing InMail and invitations says up to five. Premium members can send unlimited personalized invitations. Plan for three, and send blank requests to everyone else.

Should I send a LinkedIn connection request with or without a note?
Send a note when you can point to something specific: their post, a job change, a mutual connection or an event you both attended. With no signal, a blank request is more honest than a generic note, and your first message after they accept can do the work instead.

What should I say after someone accepts my LinkedIn connection request?
Thank them in a few words, mention the reason you connected, and ask one question they can answer in a line. Do not pitch or send a booking link in the first message. Once they reply, share something useful or suggest a short call with two possible times.

How many times should I follow up on LinkedIn?
Two or three follow-ups over about three weeks is a sensible limit for one person. Each follow-up should bring something new: a different angle, a useful resource or a fresh signal. End with a short message that closes the loop politely, then stop unless something changes on their side.

Can I message someone on LinkedIn without connecting?
Only with InMail, which LinkedIn describes as a Premium feature for messaging members you are not connected to. Basic accounts can message their connections only. Members can also opt out of receiving InMail in their message preferences, so a connection request is still the main route for most senders.

How many LinkedIn connection requests can I send per week?
LinkedIn does not publish a number. Its help page says all members, Basic and Premium, are subject to invitation limits, that a restriction typically lasts one week, and that withdrawing pending invitations will not remove it. Treat any weekly figure quoted elsewhere as an estimate and keep your volume modest.

Do LinkedIn outreach templates work for B2B sales in the UK, the Gulf and India?
Yes, with tone changes. UK buyers respond to understatement and a clear way to say no. In the UAE, Saudi Arabia and Qatar, open with the relationship and move slower to the ask. In India, be direct about who you are and what you want. The structure stays the same: signal, question, then meeting.

Book a free strategy call
https://bookshawn.b2bxclusive.com/

Full guide with sources: https://b2bxclusive.com/blog/linkedin-outreach-templates/ · By Subhendu J Shawn, founder of B2BXclusive.