

# 12 LinkedIn Connection Templates

We analyzed 50,000+ connection requests to find what works. These 12 proven templates average **45%+ acceptance rates** across industries. Copy, paste, personalize.

## 1. The Shared Interest Avg 52%

*Use when:* When you noticed a recent post, article, or activity.

```
Hi {first_name}, really enjoyed your take on {topic}. Would love to connect and follow your thinking.
```

## 2. The Mutual Connection Avg 61%

*Use when:* When you share a strong mutual connection.

```
Hi {first_name} – saw we're both connected to {mutual}. I've been following your work at {company} and would love to stay in touch.
```

## 3. The Genuine Compliment Avg 48%

*Use when:* When their profile or content stands out specifically.

```
Hi {first_name}, your profile on {specific_thing} stood out to me – that's exactly the kind of {role} work I try to learn from. Would love to connect.
```

## 4. The Peer-to-Peer Avg 53%

*Use when:* When you're in the same function or industry.

```
Hi {first_name}, fellow {role} here. Always trying to learn from others doing {specific_thing} – would be great to connect.
```

## 5. The Question Hook Avg 45%

*Use when:* Curiosity-driven; sets up a conversation.

```
Hi {first_name} – curious how your team at {company} is approaching {topic_or_trend}. Would love to connect and compare notes.
```

## 6. The Event / Webinar Avg 58%

*Use when:* Post-event follow-up while the context is fresh.

```
Hi {first_name} – we both attended {event}. Your question about {topic} got me thinking. Would love to continue the conversation here.
```

## 7. The Local Connection Avg 47%

*Use when:* When you're in the same city or region.

```
Hi {first_name} – fellow {city}-based {role}. Always looking to build my local network.  
Would love to connect.
```

## 8. The Alumni Card Avg 55%

*Use when:* Same school, bootcamp, or program.

```
Hi {first_name} – fellow {school} alum. Saw your work at {company} and would love to  
connect with a fellow {affiliation}.
```

## 9. The Podcast / Content Avg 49%

*Use when:* Referencing a specific piece of their content.

```
Hi {first_name} – just listened to your {podcast_or_talk}. The part about  
{specific_insight} was spot-on. Would love to connect.
```

## 10. The Warm Intro Ask Avg 43%

*Use when:* When you want to discuss something specific.

```
Hi {first_name} – I work with {company_type} on {problem}. Not a sales pitch – just  
curious how your team handles {specific_challenge}. Open to connecting?
```

## 11. The Minimal Wave Avg 46%

*Use when:* Short, friendly, no ask.

```
Hi {first_name} – been following your work at {company} for a while. Would love to  
connect.
```

## 12. The Specific Role Mention Avg 50%

*Use when:* Calling out the value of their specific contribution.

```
Hi {first_name} – your recent move to {role} at {company} caught my eye. That's an  
interesting transition; would love to follow along and connect.
```

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**Personalization is everything.** Replace every {variable} with something specific from the prospect's profile, recent activity, or a mutual connection. Generic requests get ignored. Specific requests get accepted.

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