

## OPTION 1: THE "SHARED INTEREST" APPROACH

Hi [Name],

I came across your profile while researching [Industry/Topic] and was specifically struck by your recent post/article regarding [Specific Detail]. I'd love to connect and follow your insights here on LinkedIn.

Best regards,

[Your Name]

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## OPTION 2: THE "ALUMNI/MUTUAL GROUP" APPROACH

Hi [Name],

I see that we both [attended University/are members of Group Name]. I am currently building my network within the [Target Industry] space and would value the opportunity to connect with a fellow [Alumni Mascot/Group Member].

Cheers,

[Your Name]

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## OPTION 3: THE "PROFESSIONAL ADMIRATION" APPROACH

Hi [Name],

I've been following [Company Name]'s growth for some time, and I'm very impressed with the work your team is doing in [Specific Department]. I am a [Your Job Title] looking to connect with leaders in the field. Hope to see you in my network!

Thanks,

[Your Name]