

OPTION 1: THE DIRECT INDUSTRY PEER (300 CHARACTERS)

Dear **[Recipient Name]**, I've followed your leadership at **[Company Name]** regarding **[Specific Initiative/Topic]**. As a fellow **[Your Title]**, I'd value the opportunity to connect and share insights on the evolving **[Industry Name]** landscape. Best, **[Your Name]**.

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OPTION 2: THE SHARED INTEREST/CONTENT LEAD

Hi **[Recipient Name]**, your recent post regarding **[Topic]** resonated with my current work in **[Your Department/Field]**. I am looking to expand my network of forward-thinking executives in the **[Industry]** space and would appreciate the connection. Regards, **[Your Name]**.

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OPTION 3: THE MUTUAL CONNECTION/ALUMNI

Dear **[Recipient Name]**, I noticed we are both connected to **[Mutual Connection Name]**. Given our shared background in **[Industry/University]** and your current role in **[City/Sector]**, I thought it would be beneficial to reach out and connect here. Best regards, **[Your Name]**.

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OPTION 4: STRATEGIC NETWORKING (NO SPECIFIC HOOK)

Hi **[Recipient Name]**, I'm currently building out my professional network of executive leaders within the **[Industry Name]** sector. I have admired your career trajectory from afar and would be honored to have you in my professional circle. Best, **[Your Name]**.

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