

### OPTION 1: THE PERSONAL MENTION (HIGH CONVERSION)

Hi **[First Name]**,

I came across your recent **[Post/Article/Comment]** regarding **[Topic]**. I found your point about **[Specific Insight]** particularly interesting.

I'm working with leaders in **[Prospect's Industry]** to help solve **[Pain Point]**, and I'd love to follow your updates and connect.

Best,  
**[Your Name]**

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### OPTION 2: THE MUTUAL CONNECTION/GROUP

Hi **[First Name]**,

I noticed we are both members of the **[LinkedIn Group Name]** and have several mutual connections in the **[Industry]** space.

I'm looking to expand my network with fellow **[Prospect's Job Title]** professionals. Would love to connect and keep in touch.

Best,  
**[Your Name]**

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### OPTION 3: DIRECT VALUE PROPOSITION (SHORT)

Hi **[First Name]**,

I see you're leading the team at **[Company]**. We recently helped **[Competitor/Similar Company]** achieve **[Specific Result]** by streamlining their **[Process/Department]**.

I'd love to connect and share how we might do the same for you.

Cheers,  
**[Your Name]**