



Whip
COMMUNICATIONS
AND MARKETING

BUILD YOUR ONLINE
PRESENCE WITH
THESE

LINKEDIN NETWORKING TEMPLATES

'ABOUT ME' TEMPLATES

If you hate talking about yourself, you're not alone. But LinkedIn is the place to brag!

You want your goals and interests to be clear to anyone who may view your profile. Make sure your headline is clear — and it's crucial to add a thoughtful objective / self-summary to your profile.

This is a great chance to define who you want to be as a professional, your successes and interests, and what you offer. This often overlooked aspect of your LinkedIn profile is step one when it comes to successful LinkedIn networking.

Need inspiration?

You're in the right place! We have three templates to choose from.

About

I'm an experienced communications expert with more than seven years of experience in social media and website management, content creation, communications strategy, and media relations.

I have strategized and implemented communications plans — with a strong focus in digital marketing — to build brand awareness, engage stakeholders like advocates, donors and corporate partners, drive fundraising goals, and move the needle on global issues. I have worked on projects for almost every sector — and I'd love to work with you!

(Here's mine)

MESSAGE TEMPLATES

Look into different job titles related to your interests and find those people on LinkedIn or other networking services. While it may seem weird to send a message, most people are eager to share their experience and help a young professional.

When connecting, look for people who work for companies with job openings that excite you.

PRO TIP: Don't be pushy! LinkedIn networking does not mean messaging someone and asking for a job. It means messaging someone and asking for feedback, tips, or insider information that will better prepare you to get a job.

Explain who you are, what you're interested in doing, and be respectful of their time. Once you have secured the connection, make sure you are prepared to put your best foot forward. Don't ask questions you could have Googled instead.

All About You

PERSONAL

I'm an experienced [ENTER FIELD] expert with more than [XX] years of experience in [list 3-4 of your strongest skills / your industry here.] I have [SPECIFIC DATA POINT OR SKILL] — [BONUS TIDBIT] — to build [LIST CLEAR OUTCOMES THAT YOU WORK TOWARDS]. I have worked on projects for [FORMER EMPLOYERS, RELEVANT CLASSES] — and I'd love to [OBJECTIVE: CONNECT WITH POTENTIAL CLIENTS, LOOKING FOR JOB OPPORTUNITIES, ETC.].

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All About You

BUSINESS

We are a [BUSINESS] with over [YEARS] of experience, specializing in [SKILLS AND SPECIALTIES THAT MAKE YOU STAND OUT]. We have worked with a variety of companies to [WHAT DO YOU DO]. Our team is passionate about [WHAT YOU BUSINESS VALUES]. We have worked with clients of all ages and styles and would love to work with you. [OBJECTIVE: CONNECT WITH POTENTIAL CLIENTS, LOOKING FOR JOB OPPORTUNITIES, ETC.].

We are a family-run photography company with over 20 years of experience, specializing in event photography, headshot photography, and portrait photography.

Over the years, we have worked with hundreds of couples to capture the perfect photos for their engagement, wedding, pregnancy announcement, and so much more. Our team is passionate about telling an entire story with just a single photo. We have worked with clients of all ages and styles and would love to work with you.

What moment can we help you capture?

All About You

BOUTIQUE/ONLINE SHOP

[Introduce with name of boutique/online shop]. We are [skills or identifiers that make you special]. [Detail your experience]. We have worked with various companies to [what you do]. Interested in working with us? [How people should get in touch] [include link to website]

Sunshine Shops isn't your typical boutique! We are a group of fashion-obsessed thirty-somethings that are striving to create more inclusive clothing.

With over 10 years of experience in the fashion industry, we have noticed a gap when it comes to size-inclusivity. We have worked with various groups to help bring clothing that makes you feel comfortable in your own skin to your closet.

Interested in working for us? Check out our careers page! We're always interested in hiring intelligent, hard-working, passionate individuals. Bonus points if you can chat about the latest episode of The Bachelor!

MESSAGE PROMPTS

Connecting with professionals allows you to gain insight into the world of one person's professional life. Every job is more than a job description, and all careers encompass way more than what fits on a business card. There are aspects to jobs that you most likely did not realize existed.

The best way to prep for a career in the field you want is to ASK SOMEONE already doing the job. Here's how.

*Connecting with someone you
look up to:*

My name is [Your Name] and I am a [STUDENT or JOB TITLE] at [UNIVERSITY or COMPANY]. I stumbled across your profile and found it inspiring as a [FIELD OF STUDY] major and wanted to seek your insight. Is it okay if I ask you a few questions for professional guidance?

Making the connection personal:

My name is [Your Name] I am a student at your alma mater, [UNIVERSITY]. I saw in an email from the communications department about a job opening with [COMPANY]. I was hoping to hear about your career path and experience at [COMPANY] if you have time to share. Thank you so much!

Connecting with a new co worker:

Hi [Connection Name],

I cannot wait to join the [TEAM NAME] at [COMPANY].

I would love to connect over a virtual cup of coffee to hear more about your experiences at [COMPANY] and learn more about the company culture and your role there.. I look forward to hearing from you and working together soon!



MESSAGE PROMPTS

Networking event follow up:

It was great meeting you at the [Networking event]. Your thoughts on [Specific memory/comment] were so interesting. I would love to connect to stay up to date on your professional endeavors.

Connecting as a college student:

Hello [Connection Name],
My name is [Your Name] and I am a student at [University Name]. As I look to the future, I see myself working in [field/industry] and I'd love to learn more about your experience in this industry. Would you be available to answer a few questions?

Connecting with someone new in a different field:

Hi [Connection Name],
My name is [Your Name] and I currently work in [Your field/industry] in [what your expertise is]. I found your profile and I am really interested in [their field] and how that intersects with the work I'm currently doing [possible expansion on what that intersection is]. I would love to connect and learn more about your experience.

