



## Sample Template and Charts

[www.LauraLeeRose.com](http://www.LauraLeeRose.com)  
[LauraRose@RoseCoaching.info](mailto:LauraRose@RoseCoaching.info)



When you create your own template:

- Write it in your own voice.
- Avoid being too formal
- Minimize the places you need to changes. For instance, only mention names once and in the top paragraph. Otherwise you risk the mistake of not changing all the places you need to change them.
- Provide enough information such that your friend can decide if it's an appropriate connection
- Give your friend an out – if they don't feel comfortable making the connection.

### Sample Email Template

Hey, <<Your contact>>

<< Something personal at the beginning of your note>>

It's great touching base with you with LinkedIn. This is a great tool to keep in touch, while at the same time, stay focused on the things we need to stay focused on.

I noticed that <<name, title of the one you want to connect with>> – is currently in your LinkedIn network. I am very interested in speaking to him about some of the things I am working on in a similar area.

As you already know, I have been involved <<your background>>

<<Problem statement of what you plan to help or solve>>

<<Brief description of your solution>>

I would love to discuss:

<List of things you want to discuss with your new contact, so your friend can determine if he/she is comfortable making the introduction>

I know the value of building good business relations with your LinkedIn contacts. If you feel this is an appropriate topic, please introduce or connect me.

Or if you can think of others in your network with the <<target role, responsibility or company>> background that would benefit from this idea, please let me know.

Thank you for your time.

## Sample Letter Example

Hey, *Michelle*;

It's great touching base with you with LinkedIn. This is a great tool to keep in touch, while at the same time, stay focused on the things we need to stay focused on.

I noticed that *Stephen Bozzo, CIO at 1800Flowers.com* – is currently in your LinkedIn network. I am very interested in speaking to him about some of the things I am working on the IT Professional Development area.

As you already know, I have been involved in the IT industry for over 25 years. When I first started, IT professionals were able to stay behind their computer and focus on their technical development. But it is different today.

Today's professionals are required to be the total package. Most businesses require both technical and soft-skills (including business awareness, market strategies, presentation skills, time management, and professional networking).

Even though these soft-skills are critical for the employee's promotion and career development, few technical degree programs cover these important attributes. Most students are requesting fast-paced certification in specialized areas. Because of these demands, most programs rarely have the time or funds to offer additional courses in the business and soft-skills area.

I would like have a discovery about:

- How is his team providing their continuous learning series now?
- How are they expanding your employee programs in the business and soft-skills area?
- Are they looking for an inexpensive on-line (external) professional coaching option to offload some of their current HR and managerial obligations?

I know the value of building good business relations with your linkedin contacts. If you feel this is an appropriate topic, please introduce or connect me.

Or if you can think of others in your network with the CIO Technology background that would benefit from this idea, please let me know.

Thanks, so much.

**Background on GoTo Academy:** Soft Skills for the GoTo Professional.

GoTo Academy is an on-line coaching series geared toward IT professionals who want to increase their soft-skills and business sense. It covers time management, career management, quantifying business and company value, and work/life balance, all in 5-10 minutes a day. The modules are a combination of articles, blogs, videos, Zipinars (seminars which can be covered in 5 minutes in an eBook format). Clients receive weekly class assignments outlined in daily 10 minute chunks. On-line coaching chat-sessions are also available. SSWUG.org is already using the series and it is primed to be part of other IT degree program organizations.

## Sample Email After Connecting Template

Hey, <new connection>

I'm so pleased that <<person that made the connection>> made this connection for me. I got the impression that we have some great synergy potential.

I'm not sure how much <<original connector>> conveyed, so some of this may be a repeat.  
<<recap your background and pitch>>

Let's talk!

## Sample Responses and Next Natural Steps

Possible Response	Natural Next Step	Misc thoughts
No response	Wait at least 2-weeks. If nothing materializes, repeat with another of your shared contacts.	Relax. Results take time. Allow the process to take over.
Light acquaintance: I don't know this person that well.	Ask your contact if they have other similar contacts that they know better – that they can connect you with.	Your friend now understands exactly what you are looking for and what you want to accomplish. Even though this 'new connection' didn't work out, they may know other similar contacts that they will connect you with.
You're seen as a competitor: You and I are in similar businesses and this is my client	If your friend is afraid of losing business to you, ask to partner or collaborate with them.	You offering isn't exactly what they are doing. Explore an affiliation or partnership with them.
Uncomfortable connecting you. They don't know you very well.	Ask for explicit and tangible things that you can do to make them more comfortable.	If it's just a matter of them not knowing you well enough, setup a face-to-face discovery meeting to better build that relationship.
Uncomfortable connecting you. They don't understand what you are trying to accomplish.	Request a face-to-face meeting with them to better explore and explain your product and services.	If it's just a matter of them not knowing you well enough, setup a face-to-face discovery meeting to better build that relationship.
Uncomfortable connecting you. They are simply uncomfortable with networking in general.	Relax and release. Put your focus on someone else. You have an abundance of links.	Many folks are not comfortable networking. They don't see the advantage or benefit. Move on.
Your connection says it's not a good match.	Thank them for watching out for you. Ask them if they know anyone else in their influence that would be a match.	Your friend now understands exactly what you are looking for and what you want to accomplish. Even though this 'new connection' didn't work out, they may know other similar contacts that they will connect you with.
You connection shares unflattering remarks about your potential new connection.	Note your friend's comments, but avoid making any judgments. You don't know exactly what happened or why your friend feels this way. Respect and thank them for watching out for you. Ask them if they know anyone else in their influence	You will have other ways to connect to this new target connection. This one friend isn't the only conduit for this connection. Explore another path to this 'new person' through your other connections.

	that would be a match.	
You have no shared connections.	Keep this person on your radar. Your connection list is constantly changing.	Eventually you will add a contact that is connected to this person. Just keep working the system.
Your friend made the connection, but the new connection has no interest.	Keep this person on your radar. Study their profile and updates. Re-approach on ways you can help them in their business goals. Introduce them to people that will give them business.	At the appropriate time, you will see something on his wall that ties directly to your program. Continue to build that relationship. <b>GOAL is NOT to sell anything.</b> Just build a relationship.
Your connection continually come up with excuses	Bless and release.	Many folks are not comfortable networking. They don't see the advantage or benefit. Move on.