

LinkedIn outreach *that feels human.*

How to write a profile, connection notes and first messages in English that people actually reply to.

- 01 A profile that works
- 02 Connection requests
- 03 First messages and follow-ups
- 04 Comments and posts
- 05 Mistakes to avoid



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01 · YOUR PROFILE

Your headline *is your pitch.*

People decide in three seconds whether to accept. Your headline and photo do the work.

✗ HEADLINE

~~Finance Manager at Company X~~

✓ SAY THIS

Finance Manager · Turning month-end numbers into board decisions · Energy sector

✗ ABOUT SECTION

~~Responsible for the management of the team of sales.~~

✓ SAY THIS

I lead a team of 8 selling industrial equipment across Iberia.

✗ BUZZWORDS

~~Hard working, dynamic, proactive professional.~~

✓ SAY THIS

Show it instead: one result, with a number.

ABOUT SECTION IN 4 SHORT PARAGRAPHS

01

Who you are

Your role and sector in one line.

02

What you do

The problem you solve, for whom.

03

Proof

One or two results, with numbers.

04

Invitation

What people can contact you about.

02 · CONNECTION REQUESTS

Short, specific, *personal*.

Keep notes short: one or two sentences. Say why you're connecting.
Don't pitch.

MET AT AN EVENT

“Hi Ana, great to meet you at the Lisbon Energy Summit yesterday. I enjoyed your point on grid storage. Would be good to stay in touch.”

SHARED INTEREST

“Hi João, I've been following your posts on hybrid teams. Really practical. I'd love to connect.”

MUTUAL CONNECTION

“Hi Sarah, Pedro Costa suggested I reach out as we both work on supplier onboarding. Happy to connect.”

AFTER A CALL

“Hi Tom, thanks for your time on today's call. Connecting here so we can keep in touch.”

COACH'S TIP

Name + where you met + one specific detail. That's a note people accept.

03 · FIRST MESSAGE

Context, value, *small ask*.

Your first message should be easy to say yes to. A 15-minute call is easier than “a meeting to present our services”.

Subject **First message after they accept**

CONTEXT

Thanks for connecting, Ana.

VALUE

I saw your team is expanding into the UK. We help Lisbon teams run client calls in English with confidence.

SMALL ASK

Would a 15-minute chat next week be useful? Happy to share what's worked for others.

EASY OUT

No worries if the timing isn't right.

FOLLOW-UP AFTER 5-7 DAYS

Just bringing this back to the top in case it got buried.

Happy to send a short summary instead if that's easier.

CLOSING THE LOOP

I'll leave it there for now. Feel free to reach out any time.

Thanks again, and good luck with the UK launch.

04 · COMMENTS AND POSTS

Be visible *without bragging.*

Thoughtful comments get you seen by people who don't know you yet.

ADDING TO A POST

This matches what we see in...

Great point on X. In our team, we've found...

One thing I'd add is...

ASKING A QUESTION

How do you handle ... when ...?

Curious: did this work across time zones too?

What would you do differently next time?

A SIMPLE POST STRUCTURE

01

Hook

One line that makes people stop scrolling.

02

Story

A real situation, in three to five short lines.

03

Lesson

What you learned, in one sentence.

04

Question

Invite people to share theirs.

05 · AVOID THESE

Do's *and don'ts.*

Most outreach fails for the same few reasons.

DO

- ✓ Use their first name
- ✓ Mention something specific about them
- ✓ Keep the first message under 80 words
- ✓ Ask one easy question
- ✓ Follow up once, politely

DON'T

- ✗ "Dear Sir/Madam"
- ✗ "Kindly" and "Greetings of the day"
- ✗ A sales pitch in the connection note
- ✗ Copy-pasted messages to everyone
- ✗ Three follow-ups in a week

COACH'S TIP

Write it the way you'd say it across a table. LinkedIn is a conversation, not a letter.

PRACTISE IT LIVE

Reading helps. *Rehearsing works.*

A playbook gives you the words. Confidence comes from saying them out loud, in your real situations, with feedback.



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Founder of Spoken. Carla spent 20 years leading and training teams at global energy, engineering and infrastructure companies in London, including KBR, Statoil and JGC, and has taught business English full-time since 2021. She works with teams and executives in Lisbon and online, and she speaks Portuguese.

Book a free 15-minute call.

Tell us about your team or your next big meeting. We'll suggest the fastest way to get there. No test, no sales pitch.

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MORE FREE PLAYBOOKS

PLAYBOOK 01

Corporate emails

Structure, copy-ready phrases and the habits that make Portuguese speakers sound overly formal.

PLAYBOOK 02

LinkedIn outreach

A profile, connection notes and first messages in English that people actually reply to.

PLAYBOOK 03

Teams & Meet

Phrases and etiquette for international video calls, from joining to the follow-up email.