

# How to Cold Message on LinkedIn

## Plan and Personalize Your Message

1

- Research your target audience
- Personalize with recipient's name and work

## Define Your Ideal Prospect

2

- **Industry and Role:** Target relevant industries and job titles
- **Company Size:** Choose between small, mid-sized, or large enterprises
- **Location:** Consider region-specific connections
- **Challenges and Needs:** Understand their problems and how you can help

## Structure Your Message

3

- **Opening:** Friendly greeting and engaging hook
- **Body:** Explain who you are and the value you offer
- **Call to Action (CTA):** Clear and specific next step