

LinkedIn Outbound Relevance Checklist

Before you send a first message, check this:

- Have I acknowledged **why** I'm reaching out to this person now?
- Have I connected to a **real problem, pattern, or tension** they might recognise?
- Am I making an **observation** rather than an assumption?
- Is my question easy to **answer** in one sentence?
- If I received this, would I feel pressured to book a meeting?

The goal of the first message is not to sell. It's to earn the next exchange.