

## LinkedIn Reply Framework

### What to do after they respond

#### 1. Acknowledge

Show you actually read their reply.

“That makes sense.”

“Interesting - especially the part about [specific detail].”

**Rule:** Reference *one specific thing they said*.

#### 2. Clarify

Ask one light question to understand *their version* of the problem.

“When you say [X], what tends to cause that?”

“Is that more about people, process, or time?”

**Rule:** One question only.

#### 3. Normalise

Reduce defensiveness by showing this isn't unique to them.

“That's pretty common in teams I speak with.”

“I hear that a lot once teams get past [stage].”

**Rule:** Don't say “clients like you”.

## 4. Add Value

Offer a small insight, reframing, or observation.

“What usually surprises people is that the issue isn’t effort - it’s how preparation is structured.”

“Often the biggest gap is between what people *know* and what actually happens before meetings.”

**Rule:** No solutions yet.

## 5. Invite the Next Exchange

Let *them* opt into the next step.

“Would it be useful to compare notes properly at some point?”

“Happy to share what I’ve seen work, if it’s helpful.”

**Rule:** No calendar link unless asked.

## Example - Full Reply Flow

**Their reply:**

“Yes, we definitely see that. Everyone’s busy, so prep tends to be rushed.”

**Your response:**

That makes sense - especially with everything competing for attention.

When prep gets rushed, is it usually because there’s no clear structure, or because it feels like extra work on top of everything else?

That’s something I hear a lot once teams are scaling. People are capable, but the prep just isn’t systemised.

If it’s useful, happy to share a couple of simple ways teams have tackled that without adding more admin.

## Reply Handling Checklist

### Once They Reply, Don't Rush It

- Acknowledge something specific they said
- Ask one clarifying question
- Show it's a recognised pattern
- Add one useful insight
- Invite, don't push, the next step

Replies are earned through understanding, not momentum.