

How to Request and Accept LinkedIn Connection Invitations

Social Selling for Financial Professionals

Adding connections is critical to a successful social-selling strategy. If you are not connected to your clients and prospects, you cannot communicate and engage with them through social media.

Send Connection Invitations



Reach out to people you know to build an online network of connections.

1. Visit **LinkedIn.com** and sign in.
2. When viewing the profiles of people you want to connect with, click the **Connect** button.
3. A pop-up window will appear asking you if you want to customize the invitation by adding a note or if you want to send now.
4. If you choose to add a note, another pop-up window will appear allowing you to include a personal message. After adding your personal message, press **Send invitation**.

TIP: Look at potential connections' profiles to gather any unique information about them that may help with writing the personalized invitations.

Respond to Connection Invitations

1. Visit **LinkedIn.com** and sign in.
2. Click the **My Network** icon at the top of the screen. If you have any outstanding connection invitations, you will see them here in a section called **Received invitations**.
3. For any pending invitation in the list, you have the option to accept or ignore. If you click the **Accept** button, then the person will be added to your network and will be able to view the content you share on LinkedIn.

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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