💬 Message templates that don't feel gross

Start better conversations without pitching, overthinking, or saying "hope you're well."

You can tweak the wording to match your voice, your industry, or your comfort level. The only real rule: end with a real question. Something open, and specific enough to spark a reply.

👨‍💼 Reconnecting with someone you already know

Template:

Hey [Name], saw your post about [topic] recently, totally agree with [quick insight]. How's everything going for you this year?

🧲 After someone engages with your post

Template:

Hey [Name], thanks for commenting on my post about [topic], appreciate you jumping in. Is [topic] something you're dealing with a lot lately?

🙋 After *you* comment on their post

Template:

Hey [Name], just left a comment on your post... loved what you said about [topic]. Curious, is that something you're seeing more of lately?

📥 New connection, no pitch

Template:

Hey [Name], thanks for connecting. I've been following your stuff for a while and really liked your take on [topic]. What's been keeping you busy this year?

🧰 Starting a helpful, value-led DM (with soft CTA)

Template:

Hey [Name], saw you mentioned [topic] and thought this might be useful — [short tip or resource]. Have you seen that come up much in your space?

❌ Things to avoid

(Don't do these, they're guaranteed to ghost you.)

- "Hope you're well" — default autopilot
- "Just circling back" — sounds like a pitch is coming
- "I help [audience] achieve [result]..." — no pitching!