

TRACTION RESUME

# Outbound LinkedIn Networking

*Mad Libs*

A practical fill-in-the-blank guide for starting recruiter, referral, and target-company conversations without sounding generic.

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Fill it in. Make it specific. Keep the conversation moving.

## How to Use These Mad Libs

Choose the version that fits the relationship, then swap every bracket for one clear detail. The goal is not a perfect message. The goal is a specific, respectful message that is easy to answer.

### The Traction Rule

Lead with context. Make the ask small. Tie your proof to the lane you want next. Follow up without apologizing for existing.

Target role or lane

One relevant proof point

Shared context or reason for reaching out

Small ask

## LinkedIn Message Templates

### Recruiter connection note

Hi [Name] - I noticed you recruit for [lane/company type]. I am a [role/background] with [specific proof]. I would be glad to connect and follow your work.

### Warm referral ask

Hi [Name] - I saw your work with [company/team]. I am exploring [target lane] and would value your perspective on [specific question]. Would you be open to a brief note exchange?

### Target-company insider

Hi [Name] - Your path at [company] stood out because [reason]. I am researching [role/team] and would appreciate one insight on what strong candidates understand before applying.

# Follow-Up Mad Libs

Follow up once with usefulness, not guilt. Give the other person a clean reason to respond or gracefully pass.

### Gentle follow-up

Hi [Name] - circling back because [specific reason]. I am especially interested in [target lane/company/team] and thought your perspective would be helpful. If there is a better person to ask, I would appreciate the point in the right direction.

### After a helpful reply

Thank you, [Name]. Your point about [specific insight] helps me sharpen how I am thinking about [target]. I appreciate you taking the time and will keep you posted as this moves forward.