

# Templates: How to approach Recommendations



## Step 1: Choose your moment

Just like in all your marketing and communication activities, try to ask people for a Recommendation when you've recently delivered something of value to them.

- a workshop
- a report
- a talk
- an introduction

OR

Leverage one of these opportunities to mail them:

- read an article of theirs (give them an honest compliment)
- saw a presentation of theirs (live or online; (give them an honest compliment))
- spoke to a mutual contact (give them a business lead or idea, honest compliment)
- heard/read news about them/their company/their colleague
- met them/mutual contact at an event

## Step 2: Ask

Ask for your recommendation in the normal channel you use with that person. My standard way is by **email rather than in a LinkedIn message**. This tends to get a faster response, and is more likely to get your Recommendation.

[Here's why: Because many people ignore LinkedIn messages, plus if they use Gmail, Gmail filters LinkedIn messages into the "Social" tab and they might not see it.]

In the body of your request message, highlight the points you would like them to recommend.

### Example:

Hello Alex!

I hope all is great with you./Hope you're having an excellent week./I really enjoyed your talk at [event].

It reminded me of the project we did [*try to find a link to your recommendation*]. I wonder if you would be happy to recommend me on LinkedIn for [the project I did with you]. I would really appreciate highlighting the way we [*put here 1 or 2 points you want to highlight from the work you did with them, to inspire them*].

I know you are really busy, so I'm more than happy to send you a draft recommendation you can edit. [*this bit is important, both to lower their activation energy and to make sure what you want is highlighted*]

Many thanks :) / Wishing you an excellent/stellar/lovely Tuesday afternoon [*very specific time*] / Enjoy your weekend, / Ciao :) / All the best

[*I find these closings are often more compelling than "Kind regards" or "Best wishes"*]

### Step 3: Now send them the request through LinkedIn.

As soon as you receive a “yes” (definitely within 24 hrs), get this going in LinkedIn. In LinkedIn, go to “Profile”. Beside the blue “View profile as” button, click “Ask for a recommendation”.

Write your message, including your draft recommendation for them to edit.

When LinkedIn notifies you that you’ve been recommended, you can choose to accept or ask them to edit it.

Tip: If you haven’t received a response, follow up after 7 days. You don’t want this hanging in the air :)

### Step 4: Thank them promptly!

This is really important, and you’d be surprised how many people don’t do it. Remember, influential people are very busy (they are also *influential*), and they took time and effort to do this *for you*. Thank within 24 hours so it’s done.

Thank by email, or your preferred channel with them. Or, a very nice touch that I love is to take this opportunity to **send them a paper card**. Don’t you enjoy receiving a proper paper card? I really enjoy sending cards. In fact, I have a box of nice cards [high quality paper is very important, no false economy here], stamps and those blue airmail stickers, together with a pen, in a little pouch in my work bag.

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