

Sales Systems / Appointment Setting

Professional, low-pressure scripts for requesting meetings via LinkedIn InMail or connection messages.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: LinkedIn Outreach, InMail, Social Selling

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Why This Prompt Exists

Most LinkedIn outreach messages are generic and ignored — “I’d love to connect” with no value.

You get:

- connection requests with no context (ignored)
- InMail messages that are too long (deleted)
- no personalization (looks like spam)
- no clear reason to reply
- low response rates (under 10%)

But LinkedIn outreach is not mass messaging.

It is personalized, value-first relationship building.

- Connection request: mention shared group, recent post, or mutual connection
- Follow-up InMail (after connection): thank them, add value, ask for meeting
- Keep it short: 3-4 sentences maximum
- No pitch — just value and a low-pressure ask

Without good LinkedIn outreach, you miss a key channel for appointment setting.

This framework forces AI to create LinkedIn scripts that get responses.

The Prompt

Assume the role of a social selling coach who books meetings via LinkedIn.

Your task is to create LinkedIn appointment request scripts.

Generate:

1. CONNECTION REQUEST (300 characters max)
 - Mention something specific (post, group, mutual connection)
 - No pitch, just context
2. FOLLOW-UP INMAIL (after connection accepted)
 - Thank them for connecting
 - Add value (insight, observation, question)
 - Low-pressure meeting request
 - Full message (100-150 words)
3. ALTERNATIVE INMAIL VARIANTS (2-3)
 - Different hooks (recent post, company news, shared interest)
4. RESPONSE HANDLERS
 - If they say "not interested"
 - If they say "send info"
 - If they say "call me in X months"

5. PROFILE OPTIMIZATION TIPS

- How to optimize your profile for outreach

INPUTS:

Your Name:

[INSERT]

Your Role:

[INSERT]

Your Company:

[INSERT]

Prospect Name:

[INSERT]

Prospect Role:

[INSERT]

Prospect Company:

[INSERT]

Specific Hook (recent post, group, mutual connection):

[INSERT OR "NONE"]

Problem You Solve (one sentence):

[INSERT]

Meeting Value (what they'll get):

[INSERT]

RULES:

- Connection request: under 300 characters, specific, no pitch
- Follow-up InMail: thank them, add value, low-pressure CTA
- Keep messages short (3-4 sentences maximum)
- Personalize every message (no templates)
- Don't pitch on the first message
- Ask for a meeting, not a sale

How To Use It

- Connection request must be personalized (mention a post, group, or mutual connection).
- Don't pitch on the connection request — just introduce yourself.
- Follow-up InMail should add value before asking for a meeting.
- Keep messages short (3-4 sentences maximum).
- If they say “send info,” ask for a 15-minute call instead.

Example Input

Your Name: Alex Rivera

Your Role: Sales Development

Your Company: CRMPro

Prospect Name: Sarah Chen

Prospect Role: VP of Sales

Prospect Company: ScaleFlow

Specific Hook: She recently posted about scaling her sales team from 5 to 20 reps

Problem You Solve: Sales reps waste 5+ hours/week on manual CRM data entry

Meeting Value: Show how we helped a similar company save 4 hours/week per rep

Why It Works

Most LinkedIn outreach is generic spam.

This framework improves outcomes by forcing:

- personalized connection requests (relevance)
- value-first follow-ups (respect)
- low-pressure meeting asks (no hard sell)
- response handlers (professionalism)
- profile optimization (credibility)

Great LinkedIn outreach doesn't pitch — it builds relationships and earns meetings.

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