

Why are your LinkedIn messages going unanswered?

Review account fit, role and message relevance. Includes a research sheet, original message examples and a follow-up decision tree.

OUTREACH & CONVERSATIONS



A practical worksheet for the next account, campaign or conversation.

The problem

The team rewrites connection notes and follow-ups but cannot tell whether the audience or the message is the problem.

What it costs the team

Activity grows without useful conversations, and sellers repeat messages that do not fit the person receiving them.

What you will have at the end

A reviewed audience, a specific opener and a consistent way to learn from replies.

01 / THE METHOD

What should you check before rewriting a LinkedIn message?

Check whether the company and person fit first. Then look for a current, verifiable reason to discuss a problem your offer can solve. Keep the first message easy to answer and record what each reply tells you. Changing a greeting will not resolve a weak account brief.

1. Review account fit

Choose a small, coherent segment. Explain why its operating model and size fit your offer. Keep personalisation about the work the person does, not an unrelated detail from their profile.

2. Check the person's responsibility

Use current company and professional information to check the role. Write the process they are likely to own as a hypothesis. If you are unsure, a routing question can be more useful than a sales pitch.

3. Build the first message

Use a verified context, the problem you help with, a clear reason it may be relevant and one modest question. Write in words you would say on a call. Remove unsupported praise and assumed priorities.

4. Decide the next step from the reply

An interested reply, referral, later request and objection are different outcomes. Record which occurred. If there is no reply, follow up only when you have a useful addition or a clear reason to check back; respect a request to stop.

02 / PUT IT TO WORK

Worked example: a practice operations lead

A supplier helps accountancy practices collect client documents. After checking that the person manages practice operations, it writes: “Do you handle client document chasing at the practice? We help teams keep those requests in one place. I wondered whether that process is already working well for you.” The next question follows the person’s answer. The message does not claim the practice has a known problem.

Routing message to adapt: “I may have the wrong person. Who looks after client onboarding at the practice? We work with independent practices on collecting documents before work starts.” Check the company and process before using it.

Choose the next step from the reply

Interested: Clarify the problem they named, then agree a useful next step.

Referral: Confirm the suggested role and the reason for the introduction.

Later: Record the condition or date they gave you. Do not invent a deadline.

No thanks: End the conversation and apply any contact preference.

No reply: Follow up only with a useful addition or a relevant reason to check back.

Before you use it

- The role and company fit are explicit.
- The opener contains an answerable question.
- Facts and assumptions are distinguishable.
- The team reviews conversation outcomes, not just message count.

These examples are illustrative. They are not customer results or recommended performance benchmarks.

03 / YOUR WORKSHEET

Apply it to your next piece of work

Use the editable worksheet in this download, or write your answers here. Keep facts, decisions and unresolved questions visible.

Segment and account fit

Current role and source

Fact relevant to the work

Problem hypothesis

First message

Useful follow-up addition

Reply category

Owner and next step

Sources and further reading

[LinkedIn: Sales Navigator](#). Account and contact research, relationship context and relevant outreach.

[Huthwaite: SPIN questions](#). The original methodology explains Situation, Problem, Implication and Need-payoff questions. The examples here are Adapt Leads exercises.

Use the same work in Adapt

Keep the company context and the next step together as the team moves from research into a conversation.

[See how Adapt keeps outreach with the record](#)