

# LinkedIn outreach guide

How to reach professionals who are interested in trading: a profile that signals you know what you are talking about, a connection strategy that does not get flagged, messages that get replies instead of spam reports, a posting rhythm that brings people to you, and whether Sales Navigator is worth it.

LinkedIn is where people with a salary, a savings account and a long commute spend their lunch break. They are the audience most partner channels never reach: 30 to 55, employed, careful with money, and quietly interested in whether trading is something a normal person can learn. They will never follow a TikTok trader. They might reply to a short, professional message from someone who looks credible.

LinkedIn is also the platform with the most sensitive spam detection and the most professional audience, so the bar is higher. A message that would be fine on Telegram gets you restricted here. This guide is built for that bar.

## What you will learn

- Who is on LinkedIn and why they are worth the effort
- Profile positioning: headline, banner, about section and featured, so the profile does the selling
- Connection strategy: who to connect with, in what order, with what note
- Message templates that get replies, and the patterns that trigger reports
- Content: the three post types that bring professionals to your inbox
- Sales Navigator versus free, and when to pay
- The rules, top tips, do this not that, and key takeaways

## Why LinkedIn

| What LinkedIn gives you                                        | What it asks in return                                                                                     |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| An audience with money and no trader friends to ask            | Credibility. A thin or salesy profile gets zero replies                                                    |
| Real names and real jobs, so qualification is easy             | Patience. A connection becomes a conversation over weeks                                                   |
| Search by job, industry, location, interest                    | Restraint. LinkedIn restricts accounts that send too many requests or get a few "I don't know this person" |
| Posts that reach outside your network when people engage       | Posts that teach, not sell                                                                                 |
| A tone where "I partner with the platform I use" sounds normal | Zero money talk. On LinkedIn it reads as a scam faster than anywhere                                       |

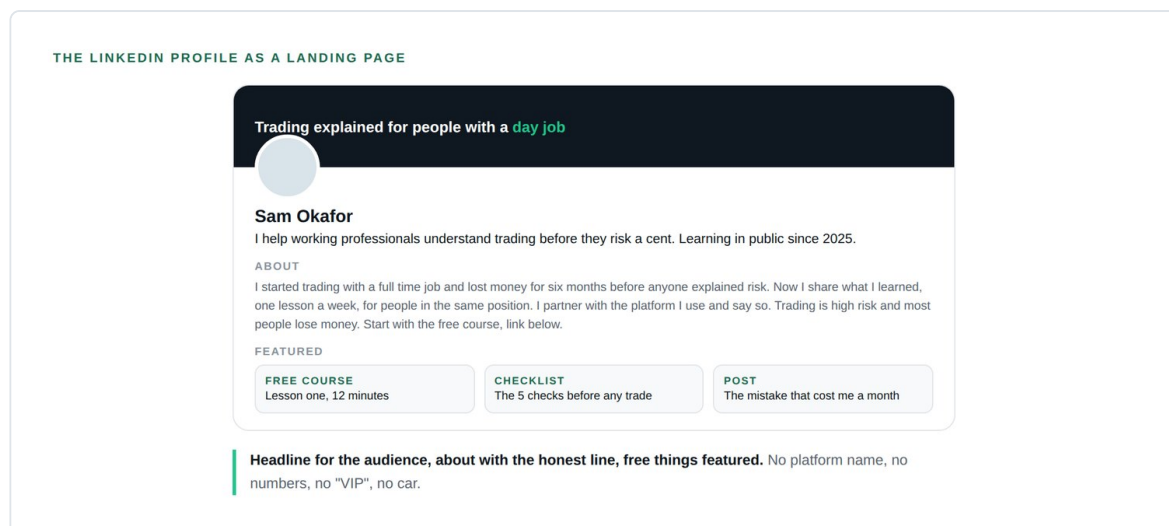
The pitch here is almost always the free course first. A professional wants to understand before they act, and they want the person who taught them to be the one they open the account with.

## Profile positioning

A LinkedIn profile is a landing page. Most people who receive a connection request look at the profile before they accept. Build it before the first message.

| Part       | What goes there                                                                      | Example                                                                                                                                                                                                                                                                                                                     |
|------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Photo      | Your face, plain background, the same face as your other channels                    |                                                                                                                                                                                                                                                                                                                             |
| Headline   | What you do for whom, in plain words. Not your job title                             | "I help working professionals understand trading before they risk a cent. Learning in public since 2025."                                                                                                                                                                                                                   |
| Banner     | One line and your face or desk, from the branded image library                       | "Trading explained for people with a day job"                                                                                                                                                                                                                                                                               |
| About      | Four short paragraphs: who you are, why you started, what you share, the honest line | "I started trading with a full time job and lost money for six months before anyone explained risk. Now I share what I learned, one lesson a week, for people in the same position. I partner with the platform I use and say so. Trading is high risk and most people lose money. Start with the free course, link below." |
| Featured   | Three items: the free course, the checklist, your best post                          | Links to the opt in or link page                                                                                                                                                                                                                                                                                            |
| Experience | Your real job, plus "Trading educator (independent)" with the honest description     | Partner relationship stated                                                                                                                                                                                                                                                                                                 |
| Skills     | Risk management, financial education, trading, whatever is true                      |                                                                                                                                                                                                                                                                                                                             |

What is not on the profile: the platform name in the headline, any number, "VIP", "signals", "mentor", "7 figure", or a banner with a car.



*The profile as a landing page: headline that names the audience, about section with the honest line, featured with the free things.*

## Connection strategy

LinkedIn lets you send a limited number of connection requests a week (around 100 for most accounts, and it drops if many are ignored). Each one is a small bet. Spend them well.

| Order | Who                                                              | Why                                                                        |
|-------|------------------------------------------------------------------|----------------------------------------------------------------------------|
| 1     | People you actually know                                         | They accept, which raises your acceptance rate, which protects the account |
| 2     | People who engaged with your posts                               | They have seen you. Acceptance is high                                     |
| 3     | People in trading or finance groups you are both in              | A shared context for the note                                              |
| 4     | Mutual connections of people who accepted                        | "We both know Maria" is a warm intro                                       |
| 5     | Search results: job titles and industries that fit, in your city | Cold, but targeted. Ten a day maximum                                      |

**The note.** Always send a note. Under 200 characters. Who you are, the shared thing, no ask.

"Hi Daniel, we are both in the Finance Professionals group. I share one trading lesson a week for people with a day job. Good to connect."

"Hi Priya, saw your comment on Sam's post about side income. I write about trading for beginners, learning in public. Happy to connect."

**Never in a note:** a link, "I have an opportunity", "I noticed you are interested in financial freedom", or anything that could be sent to anyone.

**After they accept:** nothing for two days. Then a message that is about them, not you.

## Messages

The first message after connecting is where most partners lose the account. A pitch gets ignored, a second pitch gets reported, and three reports in a week gets the account restricted.

**The shape:** thank them, one question about them, no link, under 60 words.

| Situation                        | Message                                                                                                                                                                                                                          |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| New connection, two days later   | "Thanks for connecting, Daniel. Out of curiosity, is trading something you have looked into, or more a someday thing?"                                                                                                           |
| They engaged with a post         | "Appreciated your comment on the stop loss post. Have you traded yourself, or still on the fence?"                                                                                                                               |
| They replied with interest       | "Makes sense. Most people in your position start the same way. I put together a free course that goes in order, lesson one is 12 minutes. Want the link? No pressure either way."                                                |
| They replied "I tried and lost"  | "That is most people's first year, mine included. The thing nobody told me was risk per trade. If you want, I can send you the one page on it."                                                                                  |
| They asked what platform you use | "I use [platform], mostly for [true reason]. I am a partner, so I may earn a commission if you sign up through my link, and it costs you nothing. I would start with the demo. Trading is high risk and most people lose money." |
| They went quiet                  | Day 7: "No rush on this. If it is ever useful, the course is in my featured section. Have a good week." Then nothing                                                                                                             |

**The patterns that get reported on LinkedIn:** a link in the first message, "opportunity", "passive income", "financial freedom", a message under a minute after they accept, any message that mentions what you earn, voice notes to strangers, and the same message to many people (LinkedIn detects it).

## Content: the three post types

Posting is what makes connections come to you. Three post types, one of each a week.

| Type                         | What it is                                                                            | Example opening line                                                                                                               |
|------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>The honest lesson</b>     | One thing you learned, with the loss that taught it. 150 words. No image needed       | "I lost money for six months before anyone explained this to me."                                                                  |
| <b>The plain explanation</b> | One concept for a professional who has never traded. A branded image from the library | "What a stop loss actually does, for people who have never placed a trade."                                                        |
| <b>The question</b>          | A poll or a question about their situation                                            | "Honest question for people with a day job: what has stopped you from trying trading? Time, money, or not knowing where to start?" |

Rules: no results, no screenshots of profit, no numbers, no "DM me". The platform is never in a post. The last line is a question or "the free course is in my featured section".

Comment on five posts a day in your niche, with a real sentence. Comments are how strangers see your name.

## Sales Navigator versus free

|           | Free LinkedIn                          | Sales Navigator                                                                                              |
|-----------|----------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Cost      | Free                                   | About 100 USD a month                                                                                        |
| Search    | Basic filters, limited results         | Filters by seniority, company size, years in role, interest, and saved searches with alerts                  |
| Messaging | Only connections                       | InMail to anyone (50 a month)                                                                                |
| Lists     | None                                   | Lead lists, notes, reminders                                                                                 |
| Right for | Every partner for the first six months | A partner running outreach as a main channel, 20 or more conversations a day, who has a script that converts |

InMail to a stranger converts worse than a connection note followed by a conversation. Sales Navigator is worth it for the search and the lists, not for the InMail. Six months on free first.

## The rules

| Rule                                                       | Why                                                 |
|------------------------------------------------------------|-----------------------------------------------------|
| Under 20 connection requests a day, with a note every time | Acceptance rate is what protects the account        |
| No link until they ask or say yes                          | A link in a first message is the top report trigger |
| Every message different and about them                     | LinkedIn detects templates sent to many people      |
| No money, ever: not in posts, messages or the profile      | On LinkedIn it reads as fraud                       |
| Partner line with every platform mention                   | Required, and professionals respect it              |
| Risk line with every platform mention                      | Same                                                |
| "Not interested" ends it                                   | A second message is harassment and a report         |
| Your real identity, your real job                          | LinkedIn verifies, and so do your connections       |

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## Top tips for LinkedIn

- 1. Build the profile before the first request.** Headline for the audience, about section with your story and the honest line, featured with the free course.
  - 2. Connect with people you know first.** Your acceptance rate is the account's health.
  - 3. Always a note, never a link.** Who you are, the shared thing, done.
  - 4. Wait two days after they accept.** Then a question about them.
  - 5. Free course first, always.** Professionals want to understand before they act.
  - 6. One honest lesson, one explanation, one question a week.** Plus five real comments a day.
  - 7. Never a number.** No profit, no percent, no "I made". On LinkedIn it is the fastest way to lose everything.
  - 8. Six months on free before Sales Navigator.** The tool does not fix a script.
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## Do this, not that

| Do this                          | Not that                        |
|----------------------------------|---------------------------------|
| Headline that names the audience | Job title and "trader"          |
| Connection note, no link         | Request with no note, or a link |
| Two days, then a question        | A pitch the minute they accept  |
| Course first                     | Platform first                  |
| Lessons, explanations, questions | Profit screenshots              |
| Five real comments a day         | "Great post!" on fifty          |
| Partner line with the platform   | Platform with no disclosure     |
| Stop at "not interested"         | Follow up anyway                |

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## Key takeaways

- LinkedIn reaches the audience nobody else does: professionals with money and no trader friends. The bar is credibility.
  - The profile is the landing page. Build it first: headline for the audience, honest about, free course featured.
  - Connect with people you know first, then engaged people, then groups, then search. Always a note, never a link.
  - The first message is a question about them, two days after accepting. The free course comes when they say yes.
  - Three posts a week, five comments a day, no numbers anywhere.
  - Under 20 requests a day, every message different, stop at "not interested". The account is the asset.
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