

Broxten's Playbook: The LinkedIn DM That Gets a Response

The exact message framework that got me on calls with directors and VPs.

1 Context

Tell them exactly how you found them. **"I was one of the students in the lecture you presented at Michigan State"** or **"I saw your post about [topic] on LinkedIn."** This eliminates the "who is this person?" barrier immediately.

2 Relatability

Show you have a baseline connection. **"I've been working on SEO for a startup myself"** or **"I'm currently studying performance media and your career path really resonates."** This proves you're not mass-blasting messages.

3 Specific Ask

Be clear about what you want to learn. **"I'd love to ask you about how you transitioned from agency to in-house"** or **"I'm curious about how you approach [specific topic]."** Vague messages get ignored. Specific ones get responses.

4 Easy Logistics

Remove all friction. **"Do you have 15 minutes this week or next for a quick Zoom call? I'm flexible on timing."** Offer specific time frames and keep the commitment small.

✗ NOT THIS

"Hi! I'd love to connect and pick your brain about marketing. Let me know if you're free!"

✓ DO THIS

"Hi Andrew — I was in the lecture you gave at MSU last Friday. I've been working with SEO on a startup and would love to ask you a few questions about your path from agency to in-house. Do you have 15 minutes this week for a quick Zoom call?"

“*Only about 10% of students I invite to connect actually follow through.*” **Be the 10%. — Greg Myrick, Director of Ad Sales, Spotify**

Want the full conversation?
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