

LinkedIn MESSAGES

LinkedIn Outreach Sequence — Indian Angel Investors (Improved) STEP 1 — Connection Request Note

When: Day 0 **Limit:** 300 characters max — keep it very short **Tone:** Personal, not salesy

Hi {{first_name}}, came across your portfolio – really interesting what you're backing at pre-seed. I work with early-stage founders on product, build & GTM. Would love to connect.

– Chandan

“ Do NOT pitch in the connection note. Just get the connect. Where possible, personalise — reference a portfolio company or a post they wrote.

STEP 2 — First Message (After They Accept)

When: Within 24 hrs of connection **Tone:** Warm, curious — not transactional

Hi {{first_name}}, thanks for connecting!

Quick question – what stage are most of your portfolio founders at right now? Pre-seed, or already raising?

Asking because we work with founders right at that pre-traction gap, and I'm always curious how angels are seeing that stage.

Chandan

“ No pitch here. Open a conversation. The goal is a reply, not a close.

STEP 3 — Follow-up #1 (No Reply)

When: Day 5 after Step 2 **Tone:** Brief, direct, one question

Hi {{first_name}},

Do you have founders in your portfolio stuck pre-traction – or waiting to raise before they can build?

That's exactly who we help. Happy to share more if useful.

Chandan

STEP 4 — Follow-up #2 (Still No Reply)

When: Day 10 after Step 2 **Tone:** Lead with proof, not description

Hi {{first_name}},

Sharing this in case it's relevant – one of our founders paid ₹5L, launched in 4 weeks, hit 100 users. Agencies had quoted them ₹30–40L for the same.

We do this as one embedded team: product, build, design, GTM. Part fee, part equity – we win when the founder wins.

If someone in your portfolio comes to mind, happy to take it from there.

Chandan

STEP 5 — Breakup Message (No Reply)

When: Day 16 after Step 2 **Tone:** Graceful, door open

Hi {{first_name}},

I'll stop following up after this – clearly not the right time.

If a founder ever needs a real launch team (not a ₹40L agency) to get to first traction, feel free to connect me.

All the best to your portfolio.

Chandan

TIMING OVERVIEW

Step	Trigger	When
1	Send connection request	Day 0
2	They accept	Within 24 hrs
3	No reply to Step 2	Day 5
4	No reply to Step 3	Day 10
5	No reply to Step 4	Day 16

RESPONSE TEMPLATES

If They Reply Positively

Great – would love to find 15 minutes.

I'll send a short brief on how we work before we connect, so the call is actually useful for you.

Here's my calendar: [INSERT CALENDLY LINK]

Talk soon,

Chandan

If They Refer Someone ("Know a Founder")

That's great – really appreciate it!

Could you make a quick intro on LinkedIn? Happy to take it from there once connected.

Thanks so much,

Chandan

“ One ask only. If they prefer WhatsApp or email, follow their lead.

HOW THIS WORKS WITH EMAIL

Run both channels together for maximum coverage:

Channel	Role
Smartlead email	Primary outreach — tracked opens and clicks
LinkedIn DMs	Warm layer — higher reply rate, builds trust faster

If they reply on LinkedIn → pause the email sequence in Smartlead manually If they reply on email → no further LinkedIn messages needed

LINKEDIN TIPS FOR INDIAN ANGELS

- Most angels are active on LinkedIn between **8-10am IST** and **8-10pm IST**
- Avoid Monday mornings and Friday afternoons
- **Personalisation lifts acceptance rates significantly** — if you can reference a specific portfolio company ("saw you backed X — that's what caught my attention"), use it in Step 1
- **Voice notes** have a surprisingly high open rate on LinkedIn — consider using one as a warm follow-up after Step 3 if there's still no reply. Keep it under 30 seconds, conversational
- Don't send during major Indian holidays (Holi, Eid, Diwali, etc.)

? FILL BEFORE SENDING

- [] Add Calendly link to the positive reply template
- [] Personalise Step 1 note per recipient where possible (portfolio company or recent post)
- [] Add your title and company name to sign-offs if needed
- [] Confirm "4 weeks" vs "6 weeks" stat for Muskan Forever — use one number consistently across email and LinkedIn

Revision #1

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