

COMPOUND PIPELINE. ISSUE 000 RESOURCE.

# The Re-Engagement Blueprint.

A step-by-step system for reactivating dormant LinkedIn connections, protecting your account health, and booking calls from a pipeline you thought was dead.

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## THE PROBLEM

# Your LinkedIn pipeline is leaking. Here's where.

Most operators have a follow-up problem, not a lead problem. The people who accepted your connection request or exchanged a few DMs are sitting untouched in your inbox. That's not a prospecting failure. That's a follow-up failure. And it's costing you more than you think.

**<3%**

Average close rate on initial LinkedIn outreach. Meaning 97% of your connections are still in play.

**15-22%**

Reply rate on personalized LinkedIn DMs versus 2-5% on cold email. The channel matters.

**80%**

Of sales require 5+ follow-ups, yet most operators stop after 1 or 2.

If you aren't the one staying in front of those 97 connections, you're subsidizing your competitors' pipelines. The re-engagement system in this guide is how you collect on the relationships you've already built.

You paid to acquire those connections. Through community work, content, events, paid ads, or years of grinding. Letting them rot in your DMs is the most expensive mistake you can make on LinkedIn.

## WHAT THIS GUIDE COVERS

# Three steps. One week. Real results.

This blueprint is designed to be implemented in a single week. Each step builds on the last. By the end, you'll have a live re-engagement sequence running against your dormant LinkedIn connections, with account health protections in place to make sure it actually lands.

The system isn't theoretical. It's running across LinkyBot's active client base right now. Real estate agents, mortgage brokers, and B2B services operators using these exact mechanics every week. The playbook below is what they do.

**1**

DAY 1. MONDAY.

## Segment the Silent

Filter and split your inactive 1st-degree connections into two buckets based on recency. This is the foundation everything else builds on.

**2**

DAY 2. TUESDAY.

## Deploy the 9-Word DM

Send the highest-converting LinkedIn re-engagement format we've tested. Short, casual, forces a binary response. Three vertical-specific templates included.

**3**

DAY 3 ONWARD.

## Protect Your Account Health

Track LinkedIn's algorithmic limits and stay safe. A restricted account stops your pipeline cold. This step is non-negotiable.

01

STEP 01

# Segment the silent.

Do not blast your entire inactive network at once. That triggers LinkedIn's spam filters and risks account restriction. The first move is to segment your inactive connections into two distinct buckets based on how long they've been quiet.

This segmentation determines which sequence they receive, at what volume, and with what cadence. Get it wrong and you end up in LinkedIn jail. Get it right and you can reactivate hundreds of connections without triggering a flag.

## BUCKET A

### Warm-ish

No DM replies or post engagement in the last 3 to 6 months. These connections are dormant but not dead. Your highest-probability reactivation targets.

→ [Run the 9-Word DM \(Step 2\)](#)

## BUCKET B

### Cold

No engagement in 6 months or more. These connections need a separate, lighter-touch sequence with lower daily volume to protect your account health.

→ [Run the 3-touch check-in sequence](#)

## HOW TO BUILD THE LIST IN SALES NAVIGATOR

1. Go to Lead Filters and select **Connection: 1st Degree**.
2. Filter by **Time in current role** or **Company headcount growth** to find trigger events.
3. Use the **Changed jobs in last 90 days** spotlight filter for quick wins.
4. Save these filtered results to a new Lead List called **Bucket A Reactivation**.
5. If using an automation tool like Uline, sync this specific Sales Nav list.
6. Manually review the first 20 profiles to confirm fit before sending.

## → THIS WEEK'S ACTION

Build your Bucket A list in Sales Navigator on Monday. Cap it at 100 to 150 connections for the first send. Quality over quantity.

02

STEP 02

## Deploy the 9-Word DM.

This is the highest-converting re-engagement format we've tested on LinkedIn. It works because it strips away every layer of marketing gloss and forces a binary response. It reads like a direct, human follow-up because that's exactly what it is.

The psychology is simple. Most cold connections didn't buy because the timing was wrong, not because they weren't interested. This DM gives them a low-friction way to raise their hand again without feeling sold to.

### THE DM TEMPLATE

Hey [First name], are you still looking at [solution] for [Company]?

### FILLED, BY VERTICAL

**Real estate.** Hey Jen, are you still thinking about Carpinteria after the holidays?

**Mortgage.** Hey Mike, are you still thinking about that VA refi?

**B2B services.** Hey Sarah, are you still looking at workflow automation for Meridian?

Keep it under 150 characters

No links or calendar drops

No formal sign-offs

Direct message, not InMail

Casual peer-to-peer tone

### How to fill in the variables.

The power of this template is in the specificity of the variables. Generic fills kill the conversion rate.

VARIABLE	WHAT TO USE	EXAMPLE
[First name]	Their actual first name from your CRM or LinkedIn profile.	Jen, Mike, Sarah
[solution]	The specific thing they originally engaged about. Use their words, not yours.	Carpinteria, that VA refi, workflow automation
[Company]	Their company name. Not "your business" or "your team." Optional for B2C verticals.	Meridian, Acme, etc.

# What to do with replies.

Replies fall into three buckets. Handle each one the same day they come in. Speed matters more than polish.

## "Yes, still looking"

Move to active pipeline. Reply with one specific qualifying question, then propose a call. Do not pitch in the DM. Earn the call first.

## "Not right now / timing changed"

Acknowledge briefly. Add a CRM reminder for 90 days out. Engage with their LinkedIn posts in the meantime to stay visible without being pushy.

## No reply after 5 days

Stop messaging. Do not chase. Move them to Bucket B and let the 3-touch sequence pick them up.

## Why "no reply" is still a useful signal.

A non-response after a low-pressure DM tells you the relationship needs more time, not more pressure. The 3-touch sequence in the back of this guide is built for exactly that. It runs over 21 days, mixes content engagement with one value-add DM, and lets the connection re-warm at their own pace.

Operators who chase get blocked. Operators who patient-pulse get appointments. The difference is the cadence.

### → THIS WEEK'S ACTION

Queue the 9-Word DM to your Bucket A segment for Tuesday morning. Cap the send at 20 to 30 messages per day to respect LinkedIn limits. Monitor your inbox and reply within 4 hours when possible.

03

STEP 03

## Protect your account health.

A restricted LinkedIn account stops your pipeline cold. If you're messaging a list that's been inactive for 3 months or more, throttle your volume and respect LinkedIn's algorithmic limits. This step is non-negotiable.

### The defense protocol.

Stay inside the safe thresholds. Reduce activity the moment you cross into the warning zone.

METRIC	SAFE THRESHOLD	WARNING ZONE	ACTION REQUIRED
Daily DM Volume (1st degree)	20-35 / day	40-60 / day	Reduce volume immediately to avoid flags.
Reply Rate	> 15%	5-10%	Review targeting and message relevance.
Profile Views (outbound)	40-60 / day	80+ / day	Throttle automated profile viewing.
Pending Connection Requests	< 500	800+	Withdraw old requests older than 30 days.
Sales Nav Searches	Organic usage	High velocity	Add randomized delays to automation.

### Warm-up schedule for LinkedIn activity.

If you haven't been active recently, don't jump straight to 35 DMs per day. Use this 3-week ramp.

<p><b>WEEK 1</b></p> <p><b>10-15</b> DMs / day</p> <p>Engage with 5 posts in your feed daily. Send 10 to 15 DMs to your Bucket A list. Monitor reply rates.</p>	<p><b>WEEK 2</b></p> <p><b>20-25</b> DMs / day</p> <p>Increase volume slightly. Continue feed engagement. Withdraw old pending connection requests.</p>	<p><b>WEEK 3+</b></p> <p><b>30-35</b> DMs / day</p> <p>Steady-state cadence. Maintain feed engagement. Keep pending requests below 500.</p>
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## THE COMPLETE SEQUENCE

# The 3-touch re-engagement sequence.

For connections who don't reply to the 9-Word DM, run this 3-touch sequence over 21 days before suppressing them from active sends. Each touch uses a different angle. The cadence keeps you visible without burning the relationship.

TOUCH	DAY	ACTION	ANGLE
Touch 1	Day 1	Profile View + DM	Direct re-engagement. The 9-Word DM. Casual and binary.
Touch 2	Day 5	Content Engagement	Like and leave a thoughtful comment on their recent post. Stay visible without being pushy.
Touch 3	Day 14	Value-Add DM	Share one specific insight or resource relevant to their industry. "Saw this and thought of your team at [Company]." No pitch.

## After Touch 3.

If the connection still hasn't engaged after 21 days and three thoughtful touches, suppress them from active outbound. Keep the connection. Engage organically with their content when something genuinely lands. The relationship stays intact. The pipeline stays clean.

Rerun the full sequence in 12 months. Markets shift. Roles change. Companies pivot. The connection that wasn't right this year may be your best lead next year.

## YOUR LAUNCH CHECKLIST

# Run this before you send anything.

A clean launch is the difference between a working sequence and a flagged account. Walk through every item before you queue the first DM.

**Sales Nav list built.** Bucket A (3 to 6 months) and Bucket B (6+ months) separated into distinct lists.

**Profiles reviewed.** Confirm the first 20 are still at the target company and still match your ICP.

**Automation tool configured.** (e.g., Uline) with daily volume cap of 35 max.

**9-Word DM loaded.** Personalization variables set for [First name], [solution], [Company].

**Pending requests cleaned.** Withdraw connection requests older than 30 days.

**Monitoring routine set.** Check sent volume and reply rates daily. Adjust if reply rate drops below 5%.

**Send scheduled.** Tuesday morning, 9 AM recipient time.

**Touch 2 and Touch 3 queued.** Day 5 and Day 14 actions scheduled in advance.

→ COMING UP IN ISSUE 001

## The Pipeline Diagnostic.

Once your re-engagement sequence is running, the next move is knowing where your funnel is leaking. Issue 001 covers the three benchmarks every operator should track, the math that exposes the leak, and a 20-minute self-audit you can run before your next CRM cleanup. If you don't know where the leak is, you can't fix it.

### A note on what's in this guide.

This blueprint is built from systems running across LinkyBot's active client base. Real estate agents, mortgage brokers, and B2B services operators using these exact mechanics on LinkedIn every week. None of this is theoretical. It's the playbook condensed.

Implementation is the part most operators skip. Read it once. Run it once. Adjust based on your reply data. Then move on to Issue 001.

#### → WHAT TO DO THIS WEEK

Build your Bucket A list on Monday. Queue the 9-Word DM for Tuesday morning. Set your daily cap at 20 to 30 to start. Monitor reply rates. The system works when you actually run it.

# LinkyBot

Built for real estate, mortgage, and B2B services operators who want to systematically monetize their pipeline without burning their contacts or their calendar.

READ [newsletter.linkybot.ai](https://newsletter.linkybot.ai)

QUESTIONS [sheryl@linkybot.ai](mailto:sheryl@linkybot.ai)

SITE [linkybot.ai](https://linkybot.ai)