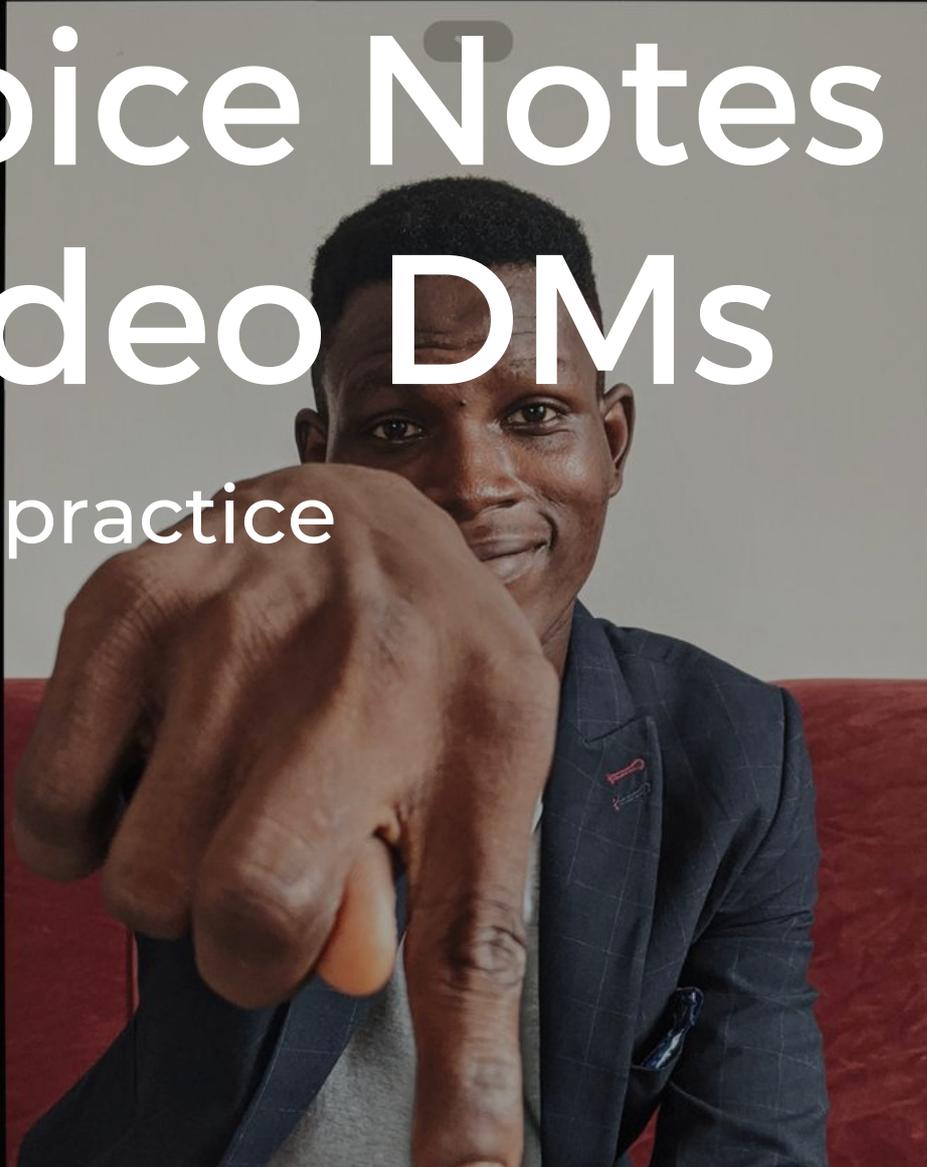


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# Voice Notes & Video DMs

Best practice  
LinkedIn



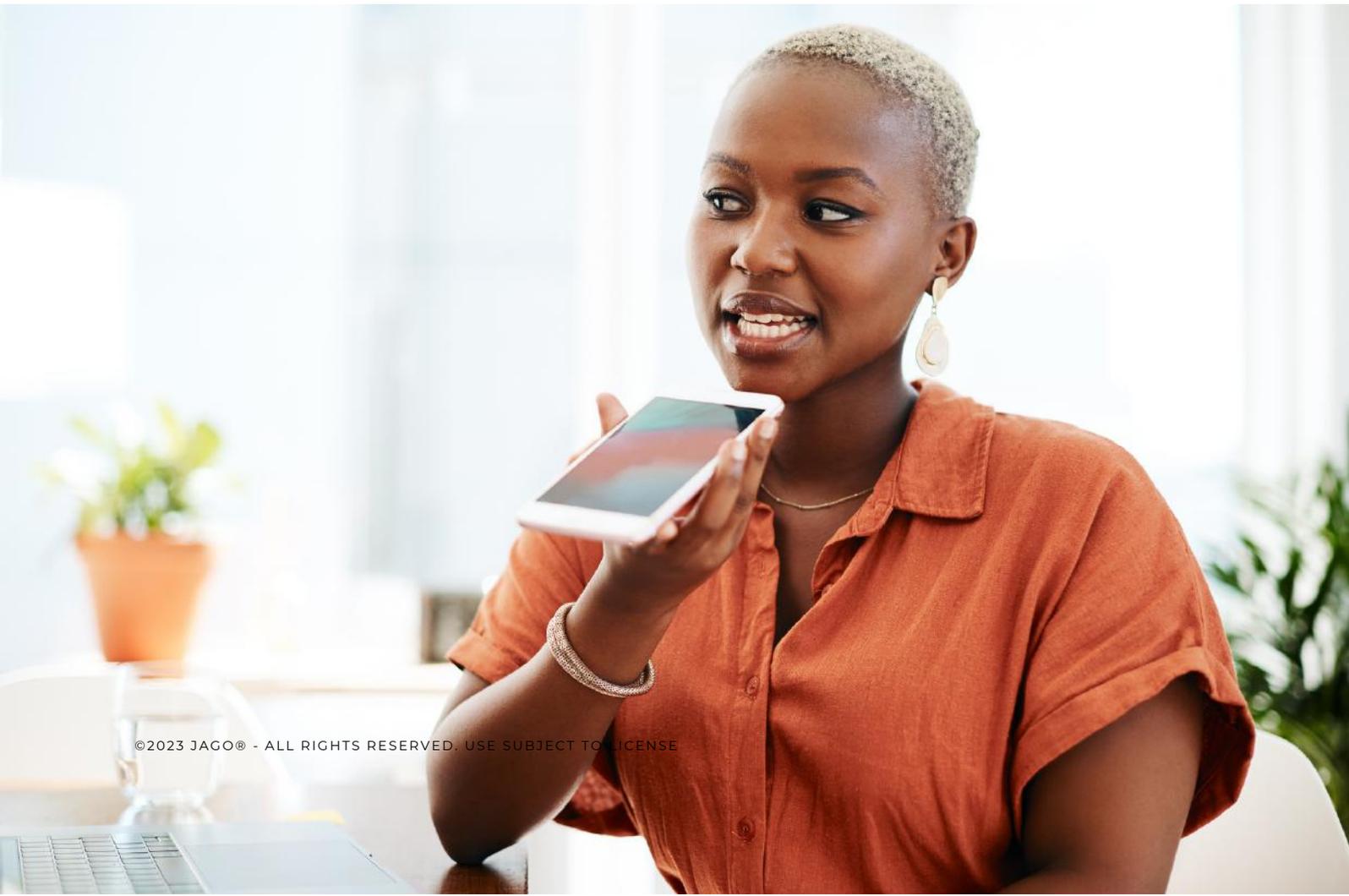
# WHAT YOU NEED TO KNOW

- Voice Notes & Video DMs get you immediate cut through, because not many people send them
  - They stand out from a sea of copy and paste inMails
  - They are often very warmly received
  - They have a higher response rate than text-based DMs
  - They are more personal
  - They show you've made an effort
  - They make people feel special
  - They show your tone of voice and if video, non-verbal communication skills. Both should capture your authenticity
  - They enable you to speed up the process of having meaningful conversations
  - They are an opportunity to show your personality and character
- 



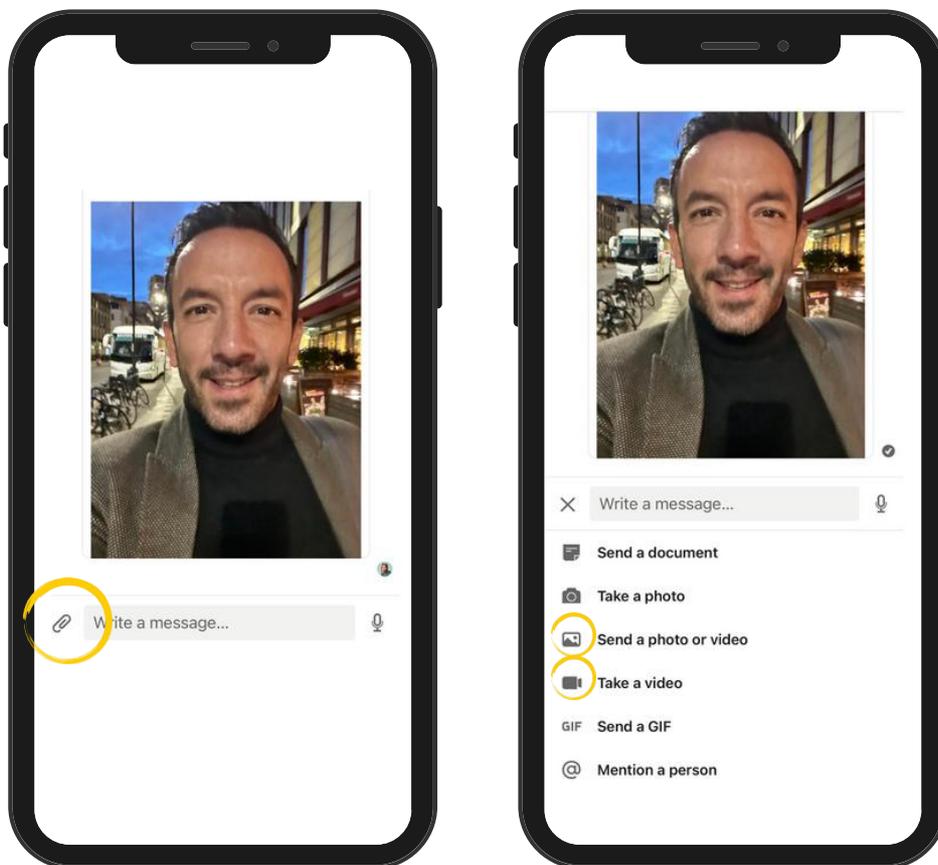
## TOP TIPS

- Smile when you speak
- Be genuine
- Be relatable - Visit their profile and view their posts - pick something out that resonates with you and mention it
- Be conversational
- Be positive
- Don't make it about you
- Don't be a salesy cliché
- If they support your posts, thank them
- Be curious, ask questions, express an interest to get to know them better
- Pick an environment to film in that says something about you - walking and talking is good (video)
- If filming indoors stand in front of a window, but be careful of glare (video)
- FYI - the native LinkedIn app gives you a time limit of two minutes for video and one minute for voice notes



## SEND A VIDEO DM

1. Open messages in app 
2. Select person by searching messages or write new message  
3. Select paperclip menu to the left of 'write message' 
4. Send a video or Take a video  

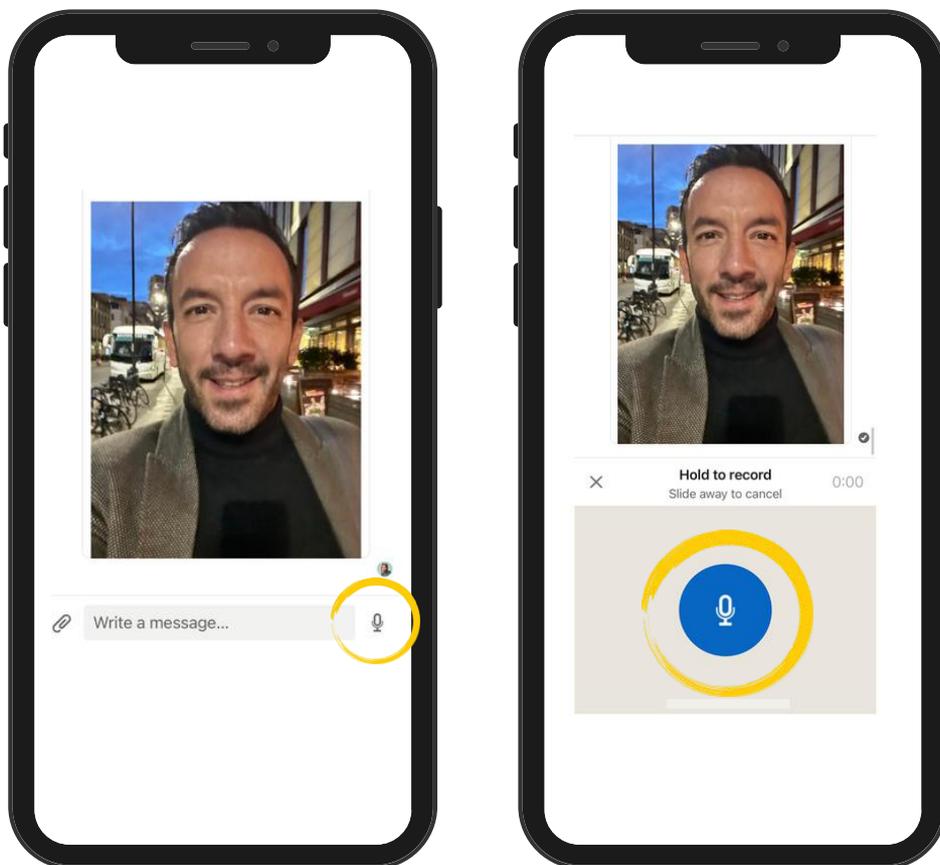


Here are the practical steps to send a Video DM.



## SEND A VOICE NOTE

1. Open messages in app 
2. Select person by searching messages or write new message   
3. Select microphone to the right of 'write message' 
4. Hold to record, slide away to cancel



Here are the practical steps to send a Voice Note.

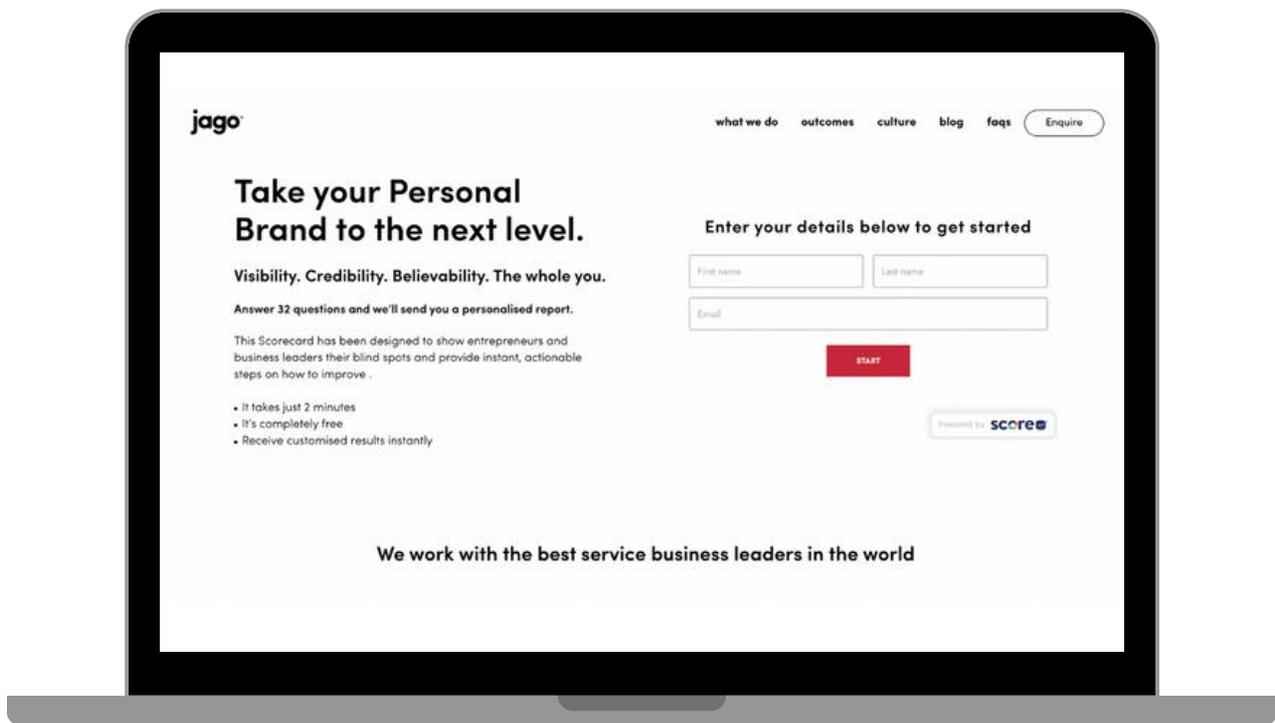


# PERSONAL BRAND HEALTHCHECK

How effective is your reputation?

Find out where your personal brand is at by taking our health check [here](#).

This will shine a light on what's going well, as well as areas that can be improved.



A person with long blonde hair, wearing a red knit beanie and a denim jacket, is seen from the back, holding a smartphone to take a photo of a person in a park. The background is filled with trees with yellow and orange autumn leaves. The word "jago" is overlaid in white text on the person's beanie.

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