



How to win with LinkedIn outreach in 2026

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Treat your profile as a professional landing page

Your profile should answer what problem you solve and why you are credible. It's where people go after seeing your message or comment. If possible, verify your profile with an ID to increase visibility and trust.

- Photo:** Focused on face, professional, no cluttered background
- Banner:** Reinforces the main problem you solve + audience + CTA
- Headline:** I help {{audience}} achieve {{outcome}} without {{effort}}
- Buttons:** Link to your website and a contact button (calendar)
- About:** Use frameworks like PAS for structure + social proof + CTA
- Featured:** Clear banners showing your offer + linking to calendar
- Experience:** Outcomes + metrics, relevant to the main problem
- Projects:** Highlight unique methods to solve the main problem
- Skills:** Match what your buyers actually search for. Less is more
- Recommendations:** 3 recent ones handling common objections

Defining your audiences and ICP

Define multiple audiences that you will warm up. These are:

- Peers:** People in your field who post. Like their post, they like yours
- Competitors:** Their audience = good fit. Leave valuable comments
- Top creators:** With large audiences → comment = new followers
- Your ICP:** Comment + like posts of those that are active = warm-up

Warming up your audience = The unfair advantage of LinkedIn

Unlike email, you can get in front of your audience before you reach out.

- Daily commenting on your audience
- Create a matrix of topics (X-axis) & post types (Y) to find post ideas
- Topic examples for cold email: deliverability, copy, prospecting
- Post types can be listicles, contrarian, stats and data, stories, etc.
- Block 1-2 hours and start writing your first posts
- Follow this structure: hook, main message, summary/CTA
- Post 2-3 times a week, DM people who engage with your posts
- Make sure your posts cover the whole funnel: ToFu, MoFu, BoFu
- Keep posts directly promoting your service to max ~ 1x / month

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Margaret Sikora, CEO at Woodpecker.co
9 years in Cold Email – Let's connect!



Technical things to consider (once you start automations)

- Show human-like behaviour while automating = keep within limits
- Clear old pending invitations as it hints at the use of automations
- Avoid sending the same template over and over again
- Woodpecker has default limits to keep your accounts safe:
Basic: 80 visits/day, **Sales Navigator:** 500 visits/day
Basic: 25 connection requests, **Sales Navigator:** 30/day
Basic: 50 messages, **Sales Navigator:** 250 messages/day
- Basic account = 5 connection requests with a note per month
- Use only 1 automation to avoid overlapping activities

First message and opener (LinkedIn = networking platform = be human)

- Keep your first messages very short: 1-3 sentences max
- The goal of the first message is to start a conversation, not sell
- Ask a question or feedback or share a valuable resource
- Avoid fake familiarity: Saw your post about X, amazing → pitchslap
- Keep the conversation on the problem and prospect-centric
- Write as you would speak, use plain language, no buzzwords

Sequence (explore current way of working, gauge relevance)

Keep messages short, each step either teaches, clarifies, or tests interest.

- One or two follow-ups max: new thought, example or question
- Early messages: focus the prospect's way of solving the problem
- Once a prospect confirms the problem/shows curiosity → suggest
- Keep the solution offer low pressure backed by social proof
- If the prospect objects, try to find out why, note down objections
- Future messaging sequences can touch on objections proactively

Benchmarks (rework strategy if below them to keep your account safe)

Review your benchmarks weekly.

- Connection request acceptance rate: 20-45%
- Response rate (DMs or InMails): 6-20%
- Keep creators (peers) with mutual engagement
- Drop creators (peers) who do not reciprocate