

LIVE Sales Navigator InMail Teardown

Daniel Disney | 3rd September

Agenda

1. Introduction
2. The Challenge
3. LIVE Takedown
4. Proven Templates
5. AI Strategies

Daniel Disney

Founder & Owner,
The Daily Sales Ltd



The Problem with InMails

Opening a new LinkedIn message and hoping it's not another sales pitch...



Daniel Disney

When you accept a connection request on LinkedIn and get a sales pitch within 5 minutes...





LinkedIn
Message

Decision
Makers



Spammy Sales Pitch

**99% of
LinkedIn
InMails are:**

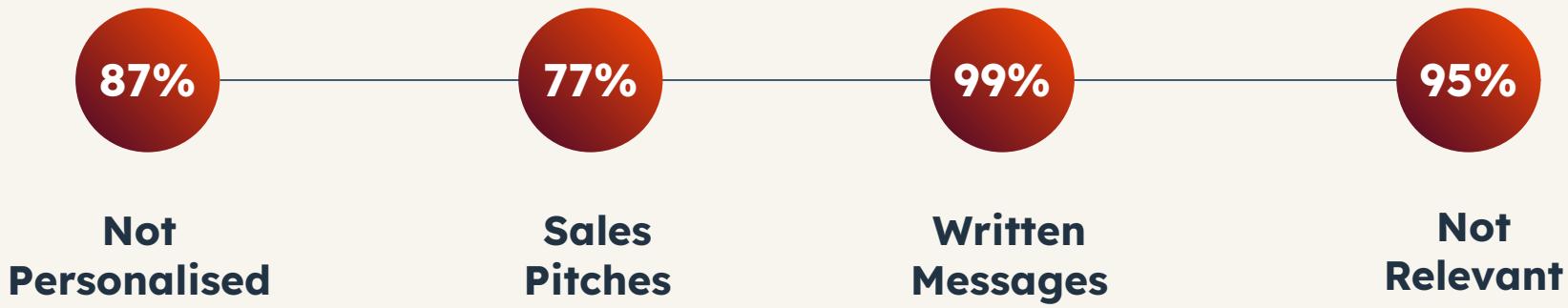
01 **Not Personalised**

02 **Not Relevant**

03 **Not Valuable**

I analysed **500**
LinkedIn
messages, here is
what I found...

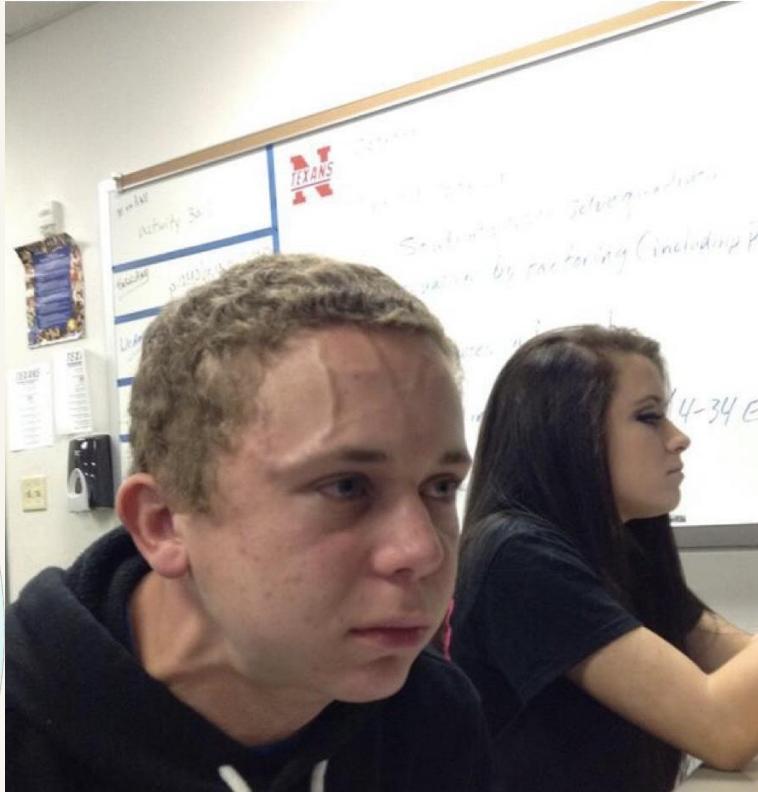
500 Messages Analysed



The bad news is
that this is
happening in the
first place and
your teams could
be doing it

The good news is
it creates a **HUGE**
opportunity for
people to send
better messages

Salespeople trying not to send a sales pitch in their InMail messages



LIVE InMail Takedown



Struggling to grow your business?....

Hi Daniel

Just thought I would pop you over an inmail to ask who would be the right person to speak to about your Business Development requirements? Would love to speak more about what we could do and how we could bring lots of new business to Daniel Disney!

Please do check out our website and if this is something you want to learn more about, let's chat! :)

[https://\[REDACTED\]/development/](https://[REDACTED]/development/)



Yes, interested...



No thanks...

InMail 1

InMail 2



Daniel make sense?

Hey Daniel,

The reason for my Inmail is, we are a 40 person web and mobile application development shop and if you find yourselves in need of an iOS app, PHP, WordPress website development, or any other kind IT services - we'd be happy to help.

I know you're super busy, so would you mind just giving me a choice below:

1. Sound's great! Let's talk.
2. Sound's interesting but I would like more info before we talk.
3. No thanks. I have everything covered.

THURSDAY

 • 2:54 PM

imp

I was chatting with a few other founders scaling hard,
got me wondering how you're currently thinking about
building wealth beyond the business?

InMail 3

InMail 4

JUL 28

in • 1:23 PM

love your work

Hi Daniel, its Patrick from [REDACTED] A bit random, but I was wondering if The Daily Sales is open to appearing more on Google's top search results?

JUL 23

  (He/Him) • 4:47 AM

would this work, Daniel

Hi Daniel

I help B2B teams start real conversations with the right prospects - at 60% less than other agencies.

Totally done-for-you. All you do is watch the leads come in.

Want to see how it works?

InMail 5

InMail 6



· in · 5:13 AM

free vid

Hey Daniel

Noticed your team is active on LinkedIn.

I recently edited the marketing teams videos at Ahrefs (yes, the \$150M/yr SEO SaaS).

And thought you'd be a perfect fit to add some more video into your mix.

My crazy offer: Let me make a video for you for free...

Then if you don't like it, you don't pay.

P.S. If you'd like to see my examples before, just shoot me a reply 'sure'!

useful?  10:51 AM

useful?

Hi Daniel! Short question...

Is backing lean, early SaaS with traction something that's on your radar right now?

I'm asking, because I'm building the tool every agency wishes existed.

It doesn't yet. But it will. And I think you'll want in early.

Every agency I know is still duct-taping 6 tools just to show a client what's working in their marketing.

They spend hours jumping between GA, Meta, GMB, email, social... exporting, formatting, explaining.

And their Clients are still confused.

I'm building [redacted] a SaaS platform that does one-click full-stack marketing audits and gives a business owner one dashboard:

What's working,

what's not...

and what exactly to do next.

We've already delivered 50+ manual audits through our agency (Bloom) and got the same reaction every time:

"Why doesn't this exist already?"

It doesn't (yet).

So I'm raising £150k pre-seed to build the MVP and get it in the hands of the waitlist that's already growing.

Would you spare 5 mins to scan the deck if I sent it over?

Best,

Charles

InMail 7

InMail 8

i in • 8:50 PM

Demo with [REDACTED]

Hey Daniel!

Since your company is focused on growth 🚀, I wanted to share how [REDACTED] i/ can help you connect with anonymous website visitors and turn them into real leads. Interested in a quick chat to explore this?

[REDACTED]

i in • 8:54 PM

Demo with [REDACTED]

Hey Daniel 🙋

Saw you're on the growth side and thought this might be relevant.

[REDACTED] helps uncover who's visiting your site and pairs it with social + buying intent signals like job changes and LinkedIn engagement, then triggers outreach automatically.

It's a powerful lever for pipeline. Want to see how it works?

[REDACTED]

i in • 3:06 PM

Demo with [REDACTED]

Thanks for following [REDACTED] 🙌

Excited to have you in our corner. Just a heads up — we recently rolled out social intent signals, so now you can see not only who's visiting your site but also who's engaging with your brand on LinkedIn.

If you're curious to see how it all works, happy to show you in a quick 15-min demo!

[REDACTED]

i in • 7:11 PM

Demo with [REDACTED]

Our customers use [REDACTED] to surface pipeline from traffic they were already paying for.

Matt, VP of Marketing at HG Insights, shared how his team uses [REDACTED] to do exactly that — here's a quick case study if you're curious:

🔗 [https://\[REDACTED\]](https://[REDACTED])

If you'd like to see how it could work for your team, happy to set up a quick demo!

[REDACTED]

Just to follow up this message

Just following up on this, I'd love to edit that Youtube video once you record it.

MAY 1

in • 4:51 PM

Checking back



InMail 9

InMail 10

in • 3:10 PM

Introduction to [REDACTED]

Hi Daniel,

Good day to you ! I was wondering if you had a couple of minutes to spare to introduce my company [REDACTED]

[REDACTED] and see how we can partner together

I will only tell you what we do differently from other B2B , maximum 10mins

Thanks ,
[REDACTED]

Proven Templates

The more you make your
InMail about ***THEM***, the
more chance you have of
getting a reply.

InMail Subject Lines

Keep it Short & Specific

Aim for 5–8 words; clarity beats cleverness.

Make it About Them

Use the recipient's name, company, or industry to personalize.

Create Curiosity or Value

Tease a benefit or insight without giving everything away.

Avoid Salesy Language

Skip phrases like “Limited Time Offer” or “Quick Chat?”—they feel generic.

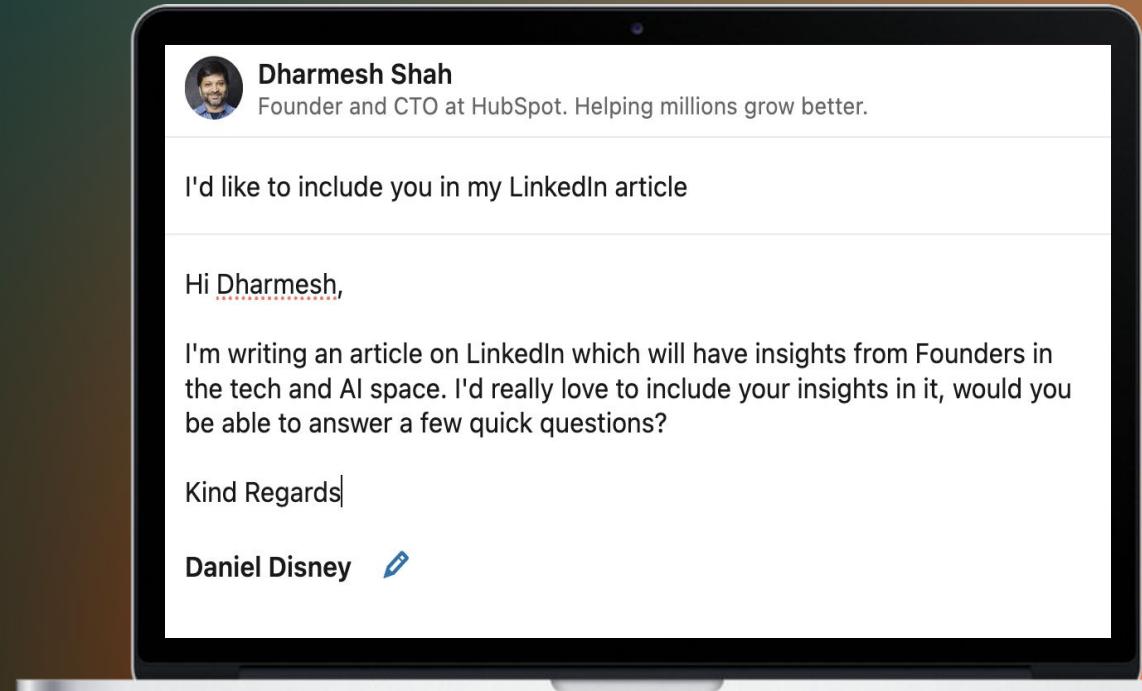
Test & Optimize

A/B test subject lines to see what gets the best open rates.

Template 1

Inviting a decision maker or prospect to contribute to an article is the perfect InMail message.

- Send it to 5-10 top prospects.
- Create great article.
- Opens doors in a warm way.
- Follow up with a thank you.
- Continue the conversation.



The image shows a tablet screen displaying an InMail message. The message is addressed to 'Dharmesh Shah, Founder and CTO at HubSpot. Helping millions grow better.' The message content is as follows:

I'd like to include you in my LinkedIn article

Hi Dharmesh,

I'm writing an article on LinkedIn which will have insights from Founders in the tech and AI space. I'd really love to include your insights in it, would you be able to answer a few quick questions?

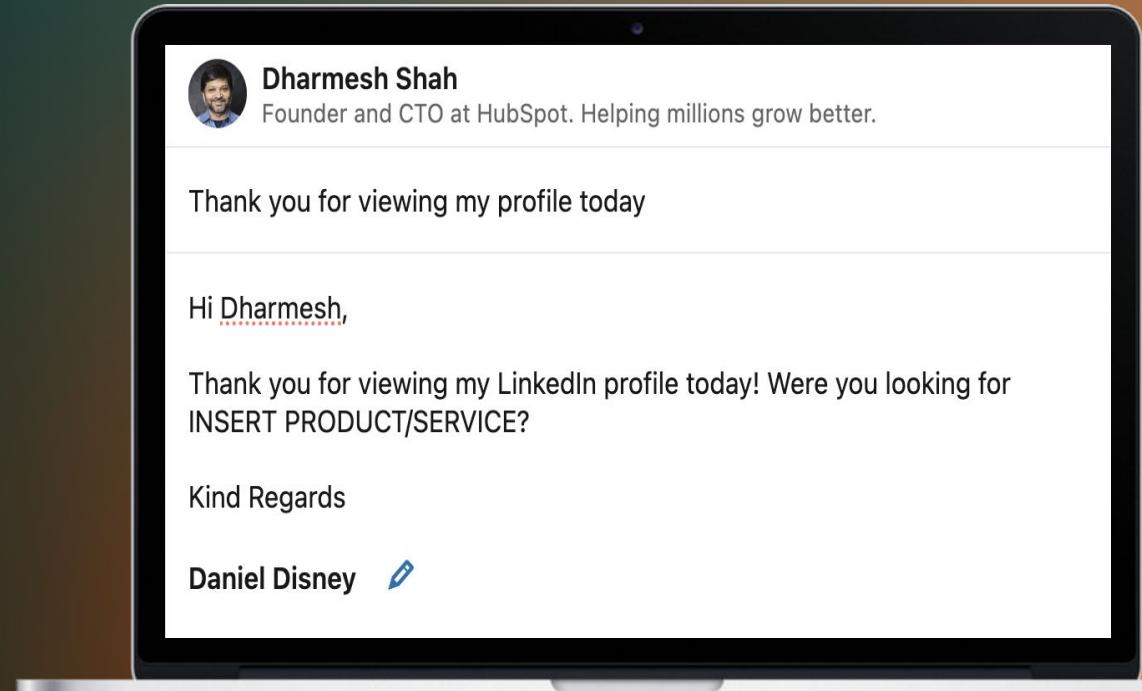
Kind Regards,

Daniel Disney 

Template 2

The perfect template for everyone who views your profile that potentially matches your ICP.

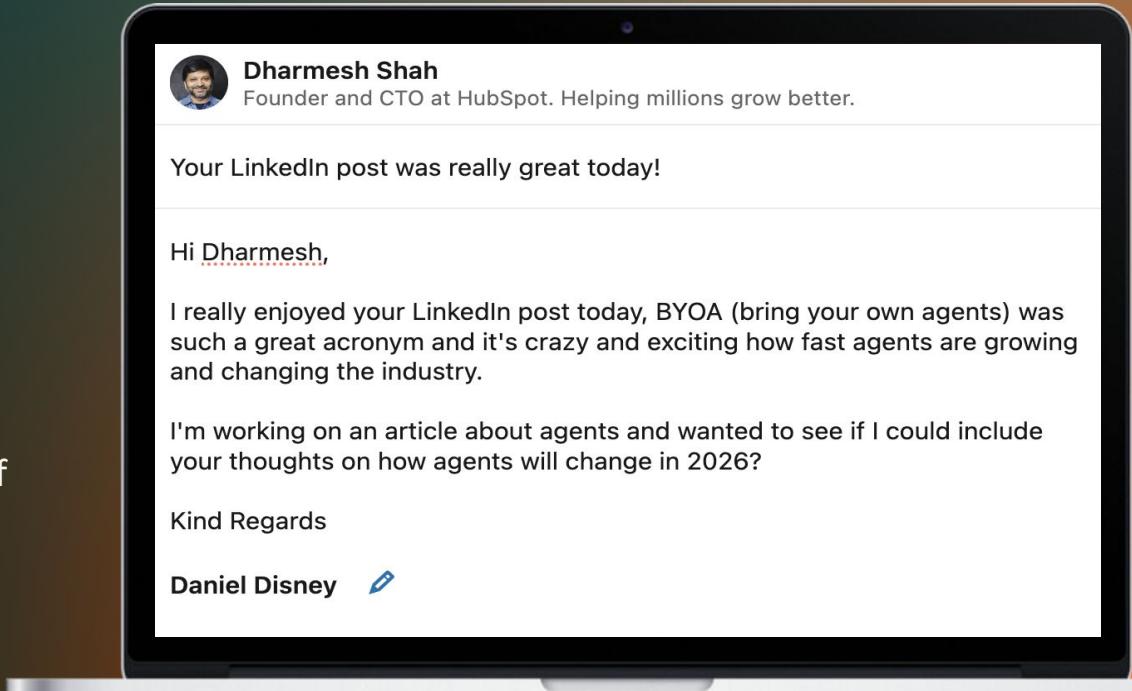
- Send it to ICP matches.
- If they say no, continue.
- Make sure you have an optimised profile first!
- High reply rate.



Template 3

Referencing content is a great conversation starter, especially if you can connect it to your product.

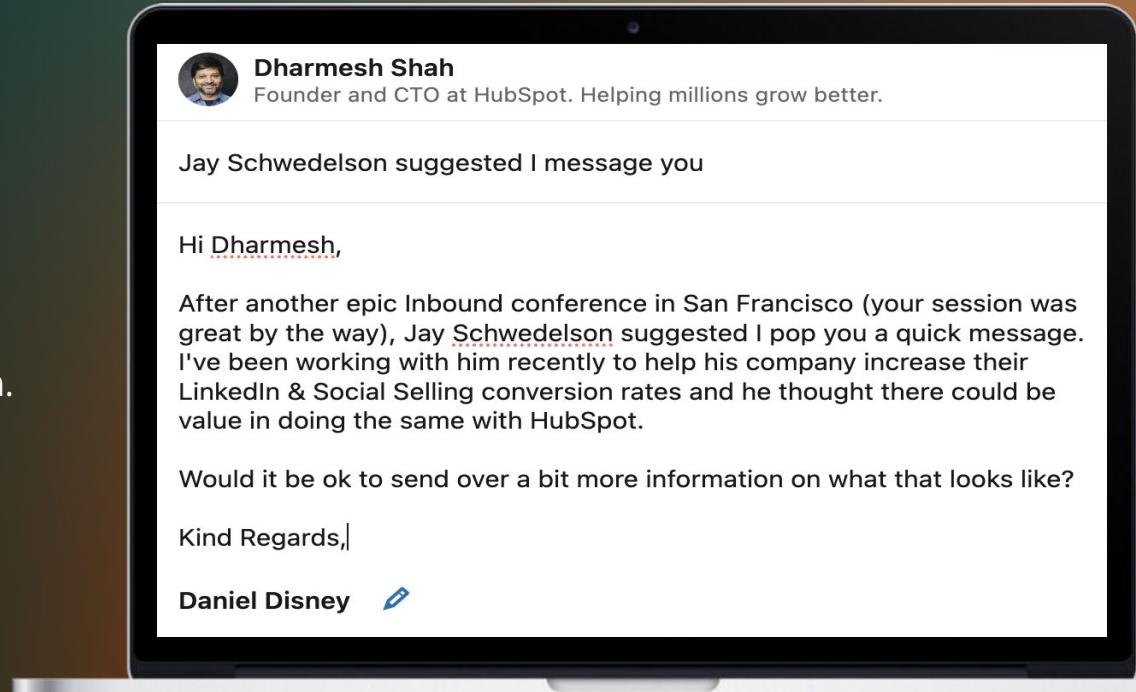
- Reference post details.
- Be genuine.
- Start a conversation or pitch if it feels natural.
- It must feel authentic.



Template 4

Using a referral or introduction is a great way to start a warm conversation.

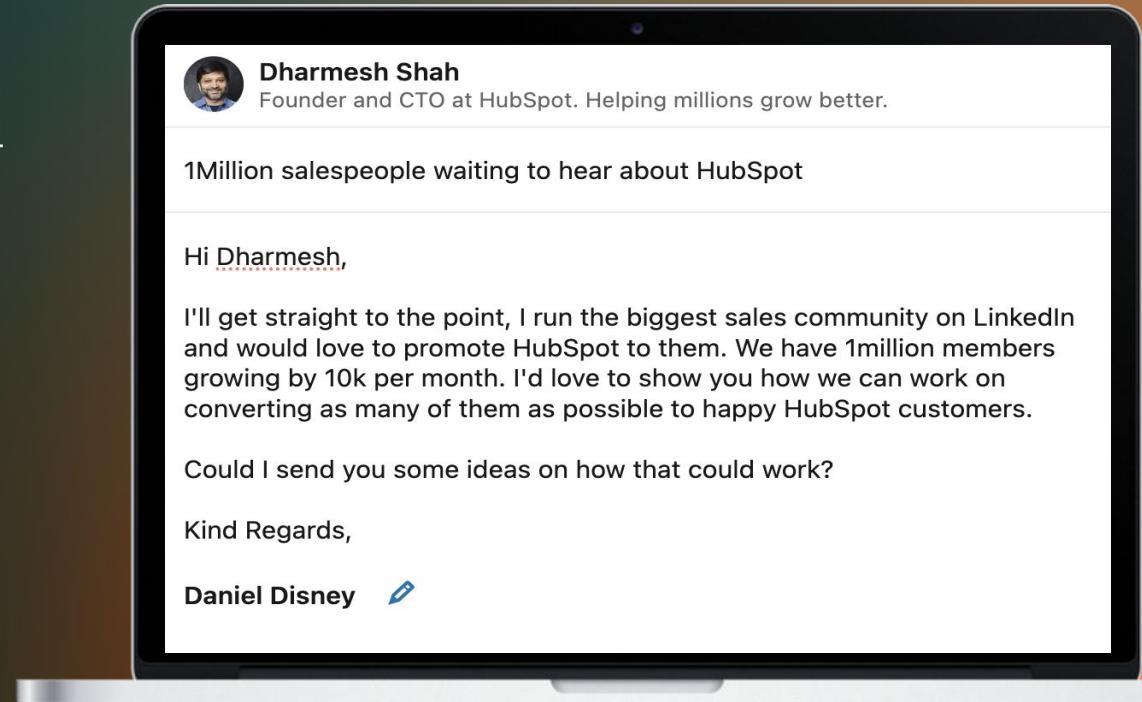
- Needs to be a relevant person.
- Use Sales Nav to find paths.
- Focus on solutions.
- Hyper personalise.
- Make it about them.



Template 5

A sales pitch works if you present it the right way and make it 100% about them.

- Have a strong example.
- Make your offering BOLD.
- Keep it light and simple.
- Have a gentle CTA.



AI InMail Strategies



LinkedIn Sales Assistant

- 01** AI agentic solution finds your perfect prospects for you going beyond titles to find those you might have missed.
- 02** Explains why the leads are a good fit and presents the best paths in and conversation opportunities.
- 03** Crafts InMail messages for you using those introduction paths to be highly personalized.
- 04** Allows you to change tone, length or specific details to create the perfect message.



88 □

ChatGPT 4o ▾

>New chat

Search chats

Library

Codex

Sora

88 GPTs

DALL·E

New project

Chats

LinkedIn InMail best practices

Email for LinkedIn Bootcamp

Write 5 LinkedIn Sales Navigator InMail templates to a Chief Marketing Officer of a company that sells to salespeople highlighting that promoting their company to The Daily Sales, LinkedIn's biggest sales community, could help them generate more customers in 2026. Make sure the messages are about them, not me, and create simple but engaging CTA's.

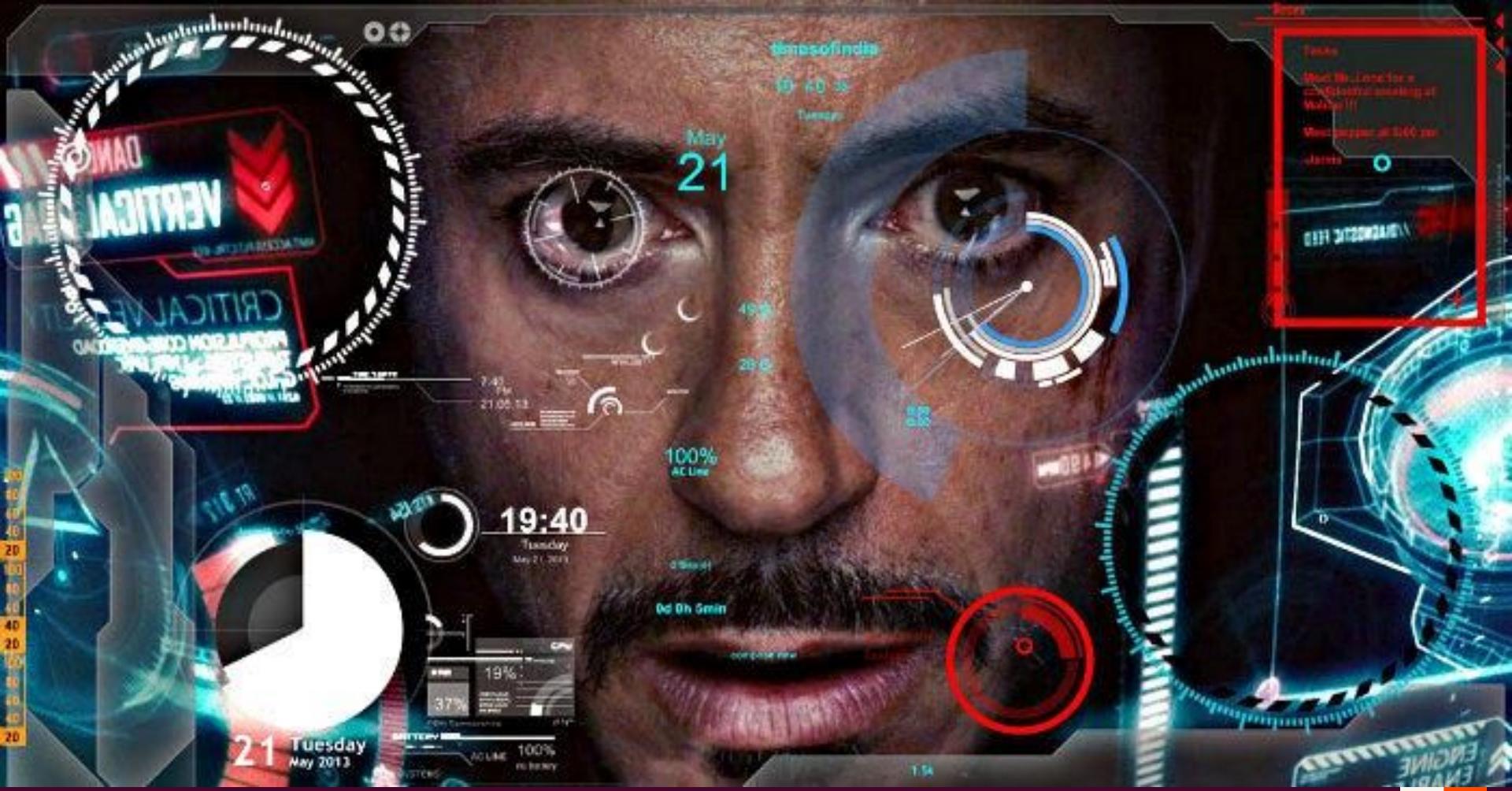
Got it ✓ — here are **5 LinkedIn Sales Navigator InMail templates** crafted for a **Chief Marketing Officer** of a company that sells to **salespeople**, with the focus on *their* goals and challenges while positioning **The Daily Sales** as a high-impact way to help them generate more customers in 2026.

Template 1 – Direct & Results-Focused

Subject: Reach more salespeople in 2026

Hi [First Name],

AI is not here
to replace
salespeople but
to **HELP**
salespeople



How To Get MORE Replies To InMails

Optimise Your LinkedIn Profile

Make it about THEM, not you. Build a customer focused LinkedIn profile that is fully optimised and professional.

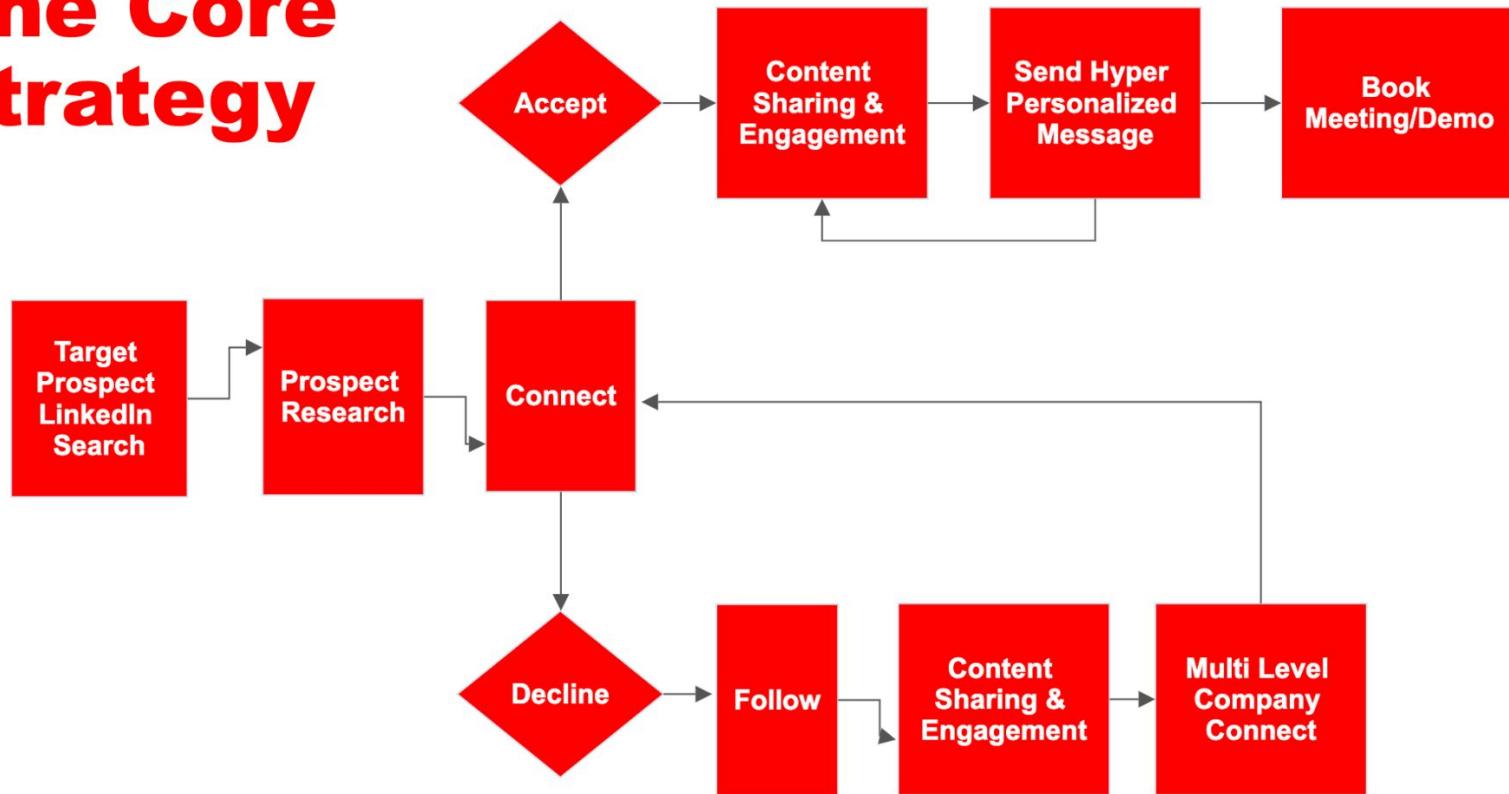
Comment On Industry & Company Posts

Add comments on industry posts and posts from their company and other employees.

Build Your Personal & Company Brand

Increase reply rates by giving value through content, building trust and earning credibility through your content.

The Core Strategy



The goal isn't just to
send a message, it's to
start a *conversation*.



New
LinkedIn
Message

Decision
Makers

Sales Pitch

CN HD

Daniel Disney



NO MORE spray and pray.
NO MORE spam.
NO MORE pitches.



Your simple InMail strategy:

PRV

In 2025 and beyond your
InMails should be:

**PERSONALISED
RELEVANT
VALUABLE**

PERSONALISED

- It should be AUTHENTICALLY personalised, not sales personalised.
- This is more than just their name and/or job title.
- The more you make it about THEM the better chance you have of a reply.
- Find the best and strongest paths in.

RELEVANT

- It's about what is in it for them.
- They should be relevant to the person you're sending it to.
- Each message should be catered to the individual.
- They should feel like you're actually talking to them.
- It's never about you but always about them.

VALUABLE

- There should always be value to the person you're messaging.
- The more you give the more you get.
- Value needs to be authentic and real, not salesy and fake.
- Think about real human conversations that you have.
- Take away the goal of trying to sell something.

**Don't send messages for
the sake of sending
messages...**

Go out there and **TALK** to
people. Have **real human**
conversations.



**You never know where
those conversations will
go.**

INBOUND

Thank You!

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!

INBOUND

Thank You!



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