LinkedIn Outreach Safety Checklist

Pre-launch checklist for safe, high-converting LinkedIn automation campaigns.

Account Preparation

✓ LinkedIn profile is fully optimized (professional photo, headline, about section)

✓ LinkedIn SSI Score is above 40 (check at linkedin.com/sales/ssi)

✓ Account has been active for 30+ days with organic engagement

✓ Sales Navigator subscription is active (recommended for higher limits)

✓ Profile URL is customized (linkedin.com/in/yourname)

Tool Configuration

✓ Using cloud-based automation (not browser extension)

✓ Dedicated IP address configured for your account

✓ Random delays set between 45-120 seconds between actions

✓ Activity scheduled within business hours in your timezone

✓ Weekend activity disabled or reduced to minimal

Daily Limits (Safe Thresholds)

✓ Connection requests: 50-70 per day maximum

✓ InMail messages: 25-30 per day maximum

✓ Profile views: 100-150 per day maximum

✓ Follow-up messages: 50-70 per day to connections

✓ Post engagements (likes/comments): 30-50 per day

Message Quality

- ✓ Every connection request includes personalized first line

- ✓ No identical messages sent to more than 5 people

- ✓ Message templates use dynamic merge fields (name, company, role)

- ✓ CTA is soft and conversational (not hard pitch)

- ✓ Follow-up sequence has 3-5 touches over 14-21 days

Ongoing Maintenance

- ✓ Withdraw pending connection requests older than 3 weeks

- ✓ Monitor connection acceptance rate (target: 25%+)

- ✓ Review reply rate weekly (target: 8-15% positive)

- ✓ Check SSI Score monthly for drops

- ✓ Audit Search Terms Report for targeting accuracy

Red Flags to Watch For

- ✓ Connection acceptance rate drops below 15%

- ✓ You receive a LinkedIn warning or temporary restriction

- ✓ SSI Score drops more than 5 points in a week

- ✓ Reply rate drops below 3% across all sequences

- ✓ Pending invitations exceed 1,000

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