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1. Invite 1st Connections to Webinar

Initial Message:

Hey {{First Name}},

Hope you're doing well! I wanted to personally invite you to a quick webinar we're running all about tackling financial stress in the workplace.

Did you know financial worries are a top reason employees leave SMEs? And yet, most never talk about it. This session will cover simple, affordable

ways to **boost retention and support your team—without breaking the bank.**

Would love to have you join us! Here's the link to save your spot 🙌

<https://hugenterprises.easywebinar.live/event-registration-11>

Let me know if you can make it.

[Your Name]

Follow-Up Message (if no response in 2-3 days):

Hey {{First Name}},

Just checking in—did you see my invite to the webinar? No pressure, but I really think you'll get value from it, especially with the way financial stress is affecting employee retention.

Here's the link again if you'd like to join 🙌

<https://hugenterprises.easywebinar.live/event-registration-11>

Hope to see you there! 😊

[Your Name]

2. Invite ICP Targets – HR Professionals (Emma – HR Manager)

Connection Request Message:

Hi {{First Name}},

Would love to connect! I share insights on how HR leaders like you can **support SME employees with big-company benefits—without the big price tag.** Looking forward to sharing ideas with you!

[Your Name]

Message Upon Connection:

Hey {{First Name}},

Great to connect! I wanted to run something by you—**did you know financial stress is the #1 reason employees leave SMEs, but most won't talk about it?**

We're hosting a free webinar to discuss **practical, low-cost ways to improve financial resilience and retention in SMEs**. Would love to have you join!

Here's the link 👉

<https://hugenterprises.easywebinar.live/event-registration-11>

Let me know if you're in! 😊

[Your Name]

Follow-Up (If No Response in 2-3 days):

Hey {{First Name}},

Just following up—would love to see you at our webinar on **financial resilience in SMEs**. We'll be sharing **practical, no-fuss strategies** HR leaders like you can use to **retain great talent and support employee wellbeing**.

Still time to register 👉

<https://hugenterprises.easywebinar.live/event-registration-11>

Hope you can make it!

[Your Name]

3. Invite ICP Targets – Small Business Owners / Founders (Tom & Colin – Founders/MDs)

Connection Request Message:

Hey {{First Name}},

Saw what you're building at [Company Name]—impressive! Would love to connect and swap ideas on how small businesses can **compete with big companies when it comes to attracting and keeping great people.**

[Your Name]

Message Upon Connection:

Hey {{First Name}},

Super to be connected! Quick one—have you ever lost a great team member because they left for a bigger company with better perks?

We're hosting a short **webinar** to talk about **simple, cost-effective ways to boost retention and financial resilience**—without adding HR headaches.

It's free, and I'd love to have you there! Here's the link 🙌

<https://hugenterprises.easywebinar.live/event-registration-11>

What do you think?

[Your Name]

Follow-Up (If No Response in 2–3 days):

Hey {{First Name}},

Just circling back on the webinar invite! I know you're busy, so here's the **TL;DR: SMEs are losing great talent to bigger businesses, but you don't have to.**

We'll be sharing **practical, low-cost solutions** you can implement **immediately** to support your team and improve retention.

Still time to register 👉

<https://hugenterprises.easywebinar.live/event-registration-11>

Hope to see you there!

[Your Name]

Tone & Approach:

- **Warm & Friendly:** No corporate jargon, just real conversation.
- **Action-Oriented:** Short, engaging, and **focused on outcomes** (i.e., retention, financial resilience).
- **SME-Specific:** Acknowledges time constraints, budget concerns, and HR challenges.