MPC candidate marketing email

Send it within a day or two of qualifying a strong candidate who is actively looking, to clients who hire that profile. Tuesday to Thursday mornings work best, and the candidate must have agreed to be marketed first.

PROSPECT (NO EXISTING RELATIONSHIP)

Subject: [Job Title] with [Key Skill], available [Availability]

Hi [First Name],

I'm working with a [Job Title] I think would be a strong fit for [Prospect Company]'s [Department or Site]:

- [Number] years in [type of environment, e.g. high-volume 3PL warehouses], most recently leading a team of [Number]
- [Measurable result, e.g. cut pick errors by a third after redesigning slotting]
- [Certification or system, e.g. Certified forklift trainer, experienced with Manhattan WMS]
- Looking for: [Pay Range], [Shift or Schedule], within [Commute Radius] of [City]
- Available: [Availability]

They're interviewing elsewhere, so I expect them to move in the next couple of weeks. Would you like to see the full profile?

[Your Name]
[Title], [Agency Name]
[Phone Number]
[Agency Address]

EXISTING CLIENT

Subject: Someone you should meet for [Team or Department]

Hi [First Name],

You don't have an open req for this, but I met someone this week who reminded me of [Previous Placement First Name] and I didn't want you to miss them.

[Job Title], [Number] years with [comparable employer description], strongest at [specific strength]. Interviewed well with me on [Competency] and has [Certification or Skill]. Available [Availability].

If you have backfills coming or a team that's stretched, a 20-minute conversation might be worth it. Want me to set it up?

[Your Name]
[Title], [Agency Name]
[Phone Number]

SHORT TEASER

Subject: Available now: [Job Title] in [City]

Hi [First Name],

Quick one: I have a [Job Title] with [Number] years of [specialty] experience, [Certification], available from [Availability], looking in [City] at [Pay Range].

Worth a look for [Prospect Company]? I can send a branded profile today.

[Your Name]
[Agency Name] | [Phone Number]
[Agency Address]

BUNDLE OF MPCS (VOLUME ROLES)

Subject: [Number] screened [Job Title]s available for [Month]

Hi [First Name],

Ahead of your [Season] ramp, we have [Number] pre-screened [Job Title]s ready to start from [Availability]. All have passed [screening steps, e.g. a background check, drug screen and a forklift practical].

Two examples:
- [Candidate A summary: years, skill, shift preference]
- [Candidate B summary: years, skill, shift preference]

If you're planning headcount for [Site], I can hold this group for you for [Number] days. Shall I send the full list?

[Your Name]
[Title], [Agency Name]
[Phone Number]
[Agency Address]

SUBJECT LINE IDEAS

- [Job Title] with [Key Skill], available [Availability]
- Someone you should meet for [Team or Department]
- Available now: [Job Title] in [City]
- A [Job Title] who [specific achievement]
- [Number] screened [Job Title]s available for [Month]
- Before they take another offer: [Job Title] in [City]

• Experienced [Job Title] open to [Prospect Company]

SMS / WHATSAPP VERSION

Hi [First Name], [Your Name] at [Agency Name]. I have a [Job Title] with [Number] yrs [specialty] experience, available [Availability] in [City]. Want the profile? Reply STOP to opt out.

Placeholders to replace: [First Name], [Job Title], [Key Skill], [Availability], [Prospect Company], [Department or Site], [Number], [Pay Range], [Shift or Schedule], [City], [Commute Radius], [Certification or Skill], [Competency], [Previous Placement First Name], [Season], [Month], [Your Name], [Title], [Agency Name], [Phone Number], [Agency Address]