Recruiter outreach email

Send it as soon as a sourced profile looks like a match, on a weekday between about 7 and 10am in the candidate's time zone. Plan a follow-up three to four business days later, because most replies come after the second or third touch.

PASSIVE CANDIDATE (PROFESSIONAL ROLE)

Subject: [Job Title] at [Company]: worth a quick look?

Hi [First Name],

I'm recruiting a [Job Title] for [Company], [one-line description, e.g. a regional bank's operations center in Charlotte]. Your work on [specific thing from their profile, e.g. rebuilding the claims QA process at your current employer] is very close to what this team needs.

The short version: [one-line scope], reports to [Hiring Manager Title], [Work Arrangement], pay range [Pay Range] plus [bonus or key benefit].

Would you be open to a 15-minute call this week to see if it's worth a closer look? If the timing's wrong, no problem, and I'm happy to stay in touch.

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

HOURLY OR HIGH-VOLUME ROLE

Subject: [Job Title] openings near [City], [Pay Rate]/hr

Hi [First Name],

We're hiring [Job Title]s at our [Location] site and your experience in [related experience, e.g. retail customer service] is a good fit.

- Pay: [Pay Rate] per hour, [shift differential if any]
- Shifts: [Shift Options]
- Start date: next class begins [Class Start Date], paid training

If you're interested, apply in about 5 minutes here: [Apply Link]. Or reply to this email and I'll call you.

[Your Name]
[Company] Recruiting
[Phone Number]

REFERRAL OR MUTUAL CONNECTION

Subject: [Referrer Name] suggested I reach out

Hi [First Name],

[Referrer Name] mentioned you'd be someone worth talking to about a [Job Title] role we're hiring for at [Company]. [He/She/They] spoke highly of [specific skill or project].

The role: [one-line scope]. Pay range [Pay Range], [Work Arrangement].

No pressure at all. Would a quick call on [Day] or [Day] work to tell you more?

[Your Name]
[Title], [Company]

PAST APPLICANT OR SILVER MEDALIST

Subject: A new role that might suit you better, [First Name]

Hi [First Name],

You interviewed with us for [Previous Role] in [Month Year], and the team still remembers your [specific strength]. We've just opened a [Job Title] role that fits your background even more closely.

Scope: [one-line scope]. Range: [Pay Range]. [What has changed since they last spoke to you, if relevant.]

Would you be up for a quick catch-up call to see if it's worth exploring?

[Your Name]
[Title], [Company]

SUBJECT LINE IDEAS

- [Job Title] at [Company]: worth a quick look?
- Quick question about your next move, [First Name]
- [Referrer Name] suggested I reach out
- [Job Title] role, [Pay Range], [Work Arrangement]
- Your [specific skill] experience caught my eye
- [Job Title] openings near [City], [Pay Rate]/hr
- Open to hearing about a [Job Title] role?

SMS / WHATSAPP VERSION

Hi [First Name], this is [Your Name], a recruiter with [Company]. We're hiring [Job Title]s in [City], [Pay Rate]/hr, [Shift Options]. Your background looks like a fit. Interested in a quick call? Reply YES or STOP to opt out.

Placeholders to replace: [First Name], [Job Title], [Company], [Hiring Manager Title], [Work Arrangement], [Pay Range], [Pay Rate], [Shift Options], [Class Start Date], [Apply Link], [Referrer Name], [Previous Role], [City], [Location], [Your Name], [Title], [Phone Number]