

RECBOND

SPEC OUT TEMPLATES

THAT HAVE MADE PLACEMENTS



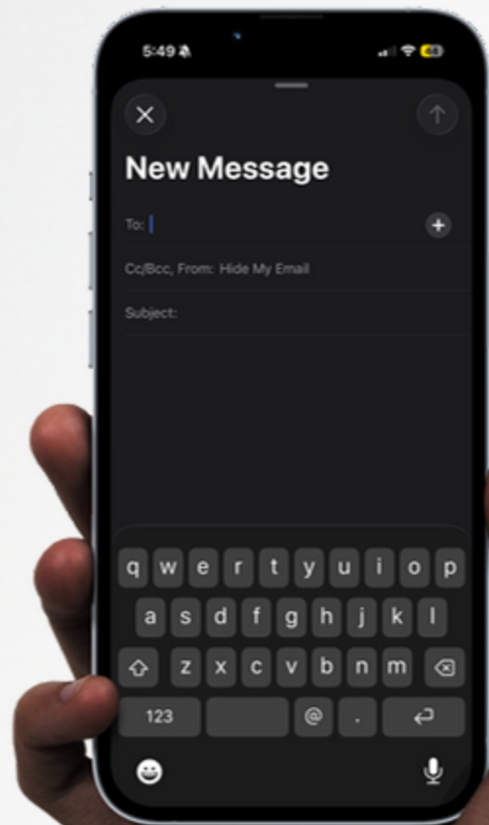
OUR TIPS

SUBJECT

- Keep it short (2–4 words), maybe even one word
- All lower case improves open rate
- You could start a question... "do you know anyone..." and finish the question in the email... "... who needs a new Java Developer?"
- Adding the first name used to work well. But now, it can look like a mass mail

BODY

- Keep it short/ brevity. Try around 150 words max
- No small talk and get to the point
- Add company and first name to make it look more personal
- Don't apologize
- Use signals/hiring changes/news to break the ice
- Talk about the problem (e.g. a common problem other CTOs mention to me is that they are finding it tougher to find top-class developers)
- Why should they trust you? Feel free to name drop
- Be assumptive and direct with the CTA – a yes/no answer is ideal e.g. "he's free to speak on XXXXX – shall I get something set up?" or "should I send over their CV?"



OPTION 1

FIRST NAME,

Are you looking for a top **JOB TITLE**?

Confidentially, a **JOB TITLE** from a **COMPANY TYPE e.g. Top 10 global bank** asked me to find him a new role in confidence.

I own a **NICHE SEARCH COMPANY** and I think you may want to speak to my candidate for the following reasons –

- **5–10 BULLET POINTS**
- **YEARS OF RELEVANT EXPERIENCE**
- **WHERE THEY'VE WORKED**
- **WHERE THEY LIVE**
- **CANDIDATE SELLING POINTS**
- **WHY THEY'RE LOOKING TO MOVE**
- **WHAT THEY'RE LOOKING FOR**
- **SALARY**

Would you like more details about him?

Regards,
YOUR NAME

OPTION 2

****FIRST NAME****,

Are you seeking a ****JOB TITLE**** with ****THEIR SECTOR**** experience?

Confidentially, the ****JOB TITLE**** of a ****COMPANY**** e.g. Multinational SaaS vendor** asked me to find her a new role.

I think you may want to speak to her for the following reasons –

- . ****5–10 BULLET POINTS****
- . ****YEARS OF RELEVANT EXPERIENCE****
- . ****WHERE THEY'VE WORKED****
- . ****WHERE THEY LIVE****
- . ****CANDIDATE SELLING POINTS****
- . ****WHY THEY'RE LOOKING TO MOVE****
- . ****WHAT THEY'RE LOOKING FOR****
- . ****SALARY****

Her reasons –

"Why an employer should speak to me:

****GET A QUOTE FROM THE CANDIDATE****

I will send you her resume/CV if this is of interest?

****YOUR NAME****

OPTION 3

Hi **FIRST NAME**

Would you hire a **JOB TITLE** in **LOCATION**? He's recently left a **COMPANY DESCRIPTION** and is looking for a new challenge at a fast-paced company like **THEIR COMPANY NAME**.

Snapshot

- **5-10 BULLET POINTS**
- **YEARS OF RELEVANT EXPERIENCE**
- **WHERE THEY'VE WORKED**
- **WHERE THEY LIVE**
- **CANDIDATE SELLING POINTS**
- **WHY THEY'RE LOOKING TO MOVE**
- **WHAT THEY'RE LOOKING FOR**
- **SALARY**

Would you want to have a conversation with him?

Thanks,
YOUR NAME

**LOOKING FOR HELP
WITH YOUR MARKETING?**

**GET IN
TOUCH
TODAY**

WWW.RECBOUND.COM

