

Candidate Email Template Resource

Candidate response rate is the one metric we're always chasing. If you don't have a response rate of 50% or greater from your outreach, something needs to change. So, how do you get top talent to reply to your emails? Follow the 3 P's for success and try some of our templates below!

1. **Personal:** Make your outreach as personal as possible. Focus on the candidate's previous work and professional successes.
2. **Positive:** Be positive about the role, positive about the company, and positive about the candidate's fit for the position.
3. **Pithy:** Keep it short. Make it personal and positive in 5 sentences or less.

Need help finding the right words to convince your most qualified candidates to respond to your opportunity? Copy and paste these templates and use them as your own!

Build Your Own Team

Hello **<Candidate Name>**,

My name is **<Recruiter Name>**, and I am consulting with a growing, **<Industry>** company on a confidential search for their Head of North American Sales.

Out of respect for your time, I'll keep this message brief.

Working with a suite of cutting-edge **<Technology>** that already has a solid presence in **<Location>**, we are looking for someone to take the reins of the nascent team here in the US, grow market share through hands-on sales, rep company management, and build the team from the ground up. With **<personal skill/experience of candidate>**, I think you would bring a great perspective to the team.

Pending your time and interest, I would love to arrange an exploratory chat to learn a little more about you and share a few more details about the opportunity.

Thanks in advance for your time,

<Personal Email Signature>





Become an A-Lister

Dear **<Candidate Name>**,

My name is **<Recruiter Name>**, and I am consulting with a global **<Industry>** company headquartered in **<Location>** on a highly confidential search for a VP of Finance, fast-tracking into the CFO position. This company has raised close to **<amount>** in funding and has a **<amount>** valuation. This position will give you access and exposure to the A-list of Wall Street. With respect to your time and the confidentiality of the role, I'll keep it brief here. Understanding you are only 4 months into your new role, it may not be the right time to have a conversation. However, the COO is very interested in speaking with you.

Thank you, **<Candidate Name>**, and I look forward to hearing from you.

Respectfully,

<Personal Email Signature>

Choose Your Own Path

Dear **<Candidate Name>**,

I am managing a CFO search for **<Company Name>**. The role is interesting in that it may take one of two directions: one is a traditional CFO; the other direction could be Corporate Development, M&A, that is, someone to really drive acquisition opportunities.

This is a wonderful chance to collaborate with **<Company Name>**'s leadership team and its board (Wall Street led) to achieve their goals. Recently, they raised an additional **<amount>**, bringing the company's total valuation to **<amount>**. With respect to your time, I'll keep it brief here. I would love to speak with you personally to provide more detail about the opportunity, pending your time and interest.

Please let me know when we can schedule a call,

<Personal Email Signature>





Appealing to Passion

Hi *<Candidate Name>*,

Your passion for *<candidate-specific skill>*, combined with your B2B /B2C experience, is exactly what *<Company Name>* needs. We're looking for someone ready to help *<Company Name>* grow by creating everything from *<job duty>* to *<job duty>* and other endless possibilities. Working directly with our *<Direct Report or Colleague Role>*, you'd have creative freedom in *<job duty>* and *<job duty>*.

<Company Name> has a mission to *<short company mission that parallels the candidate's passion>*.

I would love to discuss your successes and see how we could attract talent like you to join us. When's a good time for us to chat?

Looking forward to hearing from you,

<Personal Email Signature>

Flattery Wins Responses

Hi *<Candidate Name>*,

Your *<candidate's expertise>* at *<former candidate company>* is exactly what *<Company Name>* needs right now. We're looking for someone like you who is ready to help *<Company Name>* grow by *<several elements of the job description that fit candidate's qualifications>*. Working directly with our *<direct report>*, you'd have professional freedom in *<job skills>* to showcase your expertise.

<Company Name> has a mission to *<portion of mission statement that parallels candidate's qualifications>*. We would be fortunate to have someone like you on our team.

I would love to discuss your successes and learn more about what it would take for you to join us. When is a good time for us to chat?

<Personal Email Signature>





Become a Leader

Dear **<Candidate Name>**,

I can tell you're a **<job title>** who is passionate about **<candidate's personal attributes>**, which is why I'd like to learn more about what you're doing for **<candidate's current company>** and how your role there has evolved over the last **<time frame>**.

I believe you could add immediate value as a **<job title>** and mentor on our small team here at **<Company Name>**.

We create **<brief description of company objective>** here at **<Company name>**.

When do you have a few minutes to tell me about your expertise in **<job skill>**?

I look forward to learning how you may be able to lead our team to the next level.

<Personal Email Signature>

