Outbound Recruiting Playbook

Founders. Recruiters. Hiring Managers.

Having trouble attracting and hiring the best talent? Action the tips, tricks and hacks in this guide shared by recruiting experts from Kula and outside, and make faster, easier, better hires.

kula

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Introduction

Welcome to Kula's guide to Outbound Recruiting!

You aim to hire the best. You know it! We know it!

Well, we've got you covered. As you go through various sections of our Outbound Recruiting playbook, you'll not only have notes to take, actions to implement, and hacks you'll instantly fall in love with, but also become confident about attracting and hiring the best people.

We took notes from our own recruiting experts. We also spoke to a bunch of industry veterans to see how they start conversations that actually make potential candidates respond and put their best ideas, hooks, and tips into this book. Whether you're reaching out through email, LinkedIn Inmails, or anywhere across the internet, this playbook will help you engage the candidates you're eyeing and get the conversation started.

To easy (outbound) recruiting! 😉

What is outbound recruiting?

Recruiting is like being on a dating app.

When you practice inbound recruiting, you wait for candidates to make the first move. But **in outbound recruiting, YOU, the employer, make the first move**. You also get to choose your potential fits based on your inclusivity needs.

Outbound recruiting simply means taking the proactive approach of reaching out to potential candidates both passive and active.

Why should you practice outbound recruiting?

It's **easier & faster**. And…

(1) Involves a **proactive approach**

(2) Ensures **solid accuracy** as you choose your best-fits by yourself

(3) Gives you a **faster time-to-hire value**

(4) Can be **easily automated**

Recruiters and sourcers need to be extremely proactive today. The focus must shift from inbound to outbound recruitment. Go where your potential candidates are hanging out.

Dean Da Costa

Enterprise Sourcing Lead
Lockheed Martin

Execute outbound recruiting like a pro!

Whether you're a founder, a recruiter, or a hiring manager - you can master the art of outbound recruiting if you do it right. So know when you practice outbound recruiting remember these important things:

① Know what you need

Before you even begin to find or reach out to candidates, ensure that you have a pretty clear picture of your requirements - role, qualities and skills, your cultural parameters, hiring timelines and so on. It ensures predictability and ease of execution.

② Document your requirements

Your notes from your intake meeting with the hiring manager, the job description, your brand story, your brand values - always document all of it. It helps in going back when in doubt; giving out a neat picture to the candidates, and minimizing end-moment hassles.

③ Tap into your employee, founder and investor network

An apparel brand you've never heard of vs a brand your bestie keeps talking about - which one would you choose? If you're someone who looks for credible, tried and tested stuff -the choice is obvious. Similarly, when you're trying to close open roles what better building a talent pool using their contacts and get your outbound reach-out started.

> **Turn every employee into a recruiter and build a credible talent pool.**

④ Write Flows messages that make candidates respond

Your Flows messages play the most important role in getting your potential candidates to show interest in the role you're offering to them. So whether it's a quick Inmail or a detailed email, make sure your messages don't spell out the same old boring content of repurposed JDs. Get quirky, go personalized and write messages that actually make the candidates hit the reply buttons, and get the conversation started.

> **We got you covered:** Check the next section for **InMail and email templates** along with tips and tricks that actually work.

(5) **Send Flows messages on autopilot on channels and time preferred by your candidates**

Imagine receiving a random nudge on your WhatsApp at 2 AM from a brand you never heard of. How'd you feel? Surprised, annoyed? Perhaps, pissed enough to hit the unsubscribe or spam button too?

Now imagine your potential candidate receiving a cold message from you at odd timings on their work email. Of course, you wouldn't want to do that to the candidate. So make sure you pick the right channels and send messages at the right time. And don't forget to automate all of this.

Send messages while you sleep: Schedule multi-channel outbound sequences timed across days and weeks. Here's how.
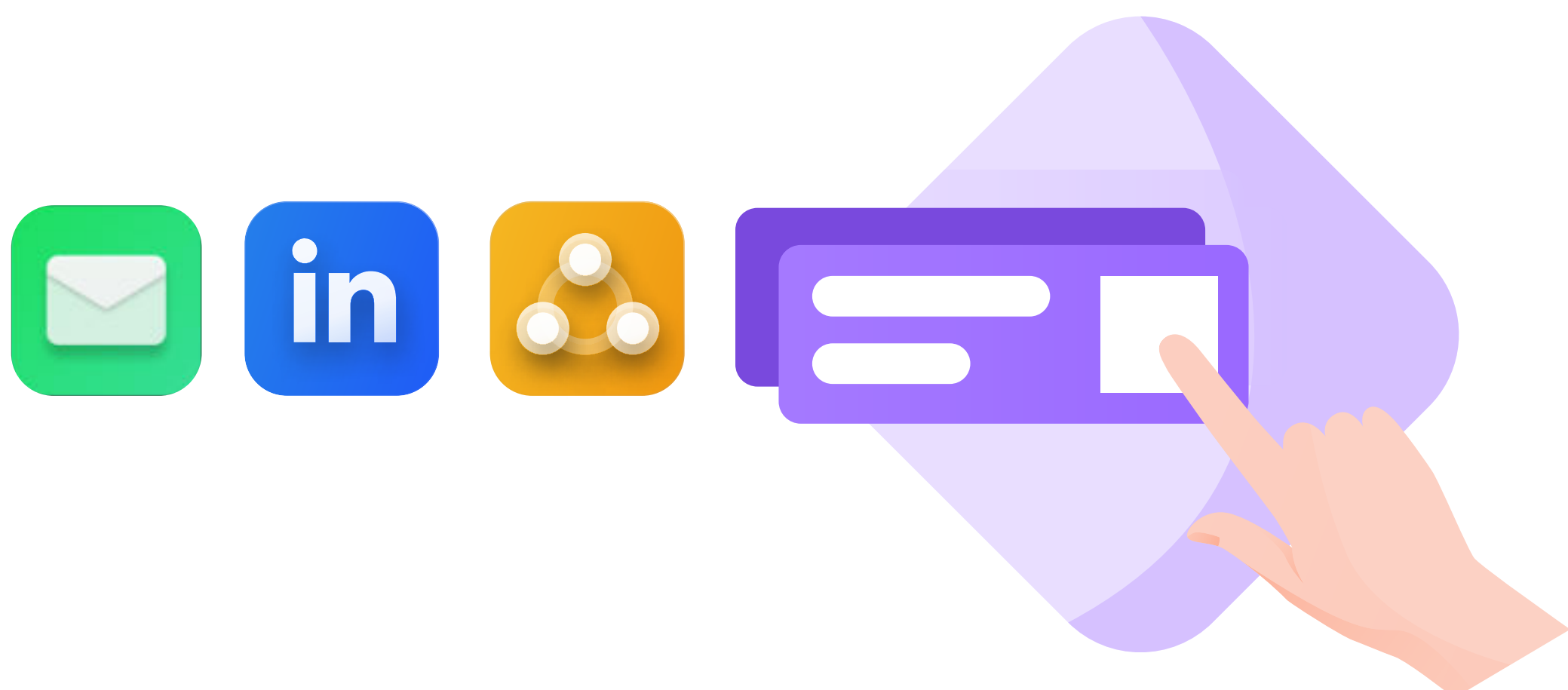
(6) Focus on candidate experience

In outbound recruiting, candidate experience begins with the very first message that you send to your potential candidate. You may or may not hire everyone you interview. Similarly, your preferred candidates may or may not respond to your messages or accept your offer depending on the stage that's in concern. Regardless of the outcome, ensure that you give a memorable and well-stitched experience to your candidates throughout all the stages of recruiting. After all, nobody likes a random InMail with a subject line that reads "Opportunity for you. Valid for 24 hours only" or a recruiter disappearing into the abyss after sending 5 consecutive InMails.

(7) Avoid death by tools

Keep your stack simple. You don't need hundreds of sheets and tools to do outbound recruiting. If you have one right platform for your outbound recruiting needs, you're sorted.

Read on to find out how you can save time and hire at a 2X speed using Kula's outbound recruiting platform.

Recommended Read: Recruiting for startups - step-wise planning with handy tips and real examples. Read here.

Send messages that make candidates respond

Going back to being on a dating app. The first message or the follow-up message that you send - every word in it matters and makes or breaks the chances of getting into a relationship. So rather than getting left-swiped (read ignored) by your potential candidates, make a habit to send messages (sans the cheesy ones, of course!) like you'd send to your most likable person.

In this section, you'll get the do's and dont's along with templates, for Emails and LinkedIn InMails, that you can easily utilize while you set out to talk to your next potential candidate.

Make a promise to yourself: *"I am never going to send outbound recruiting messages that begin with overused words like 'opportunity'. I can and will get creative and specific.*
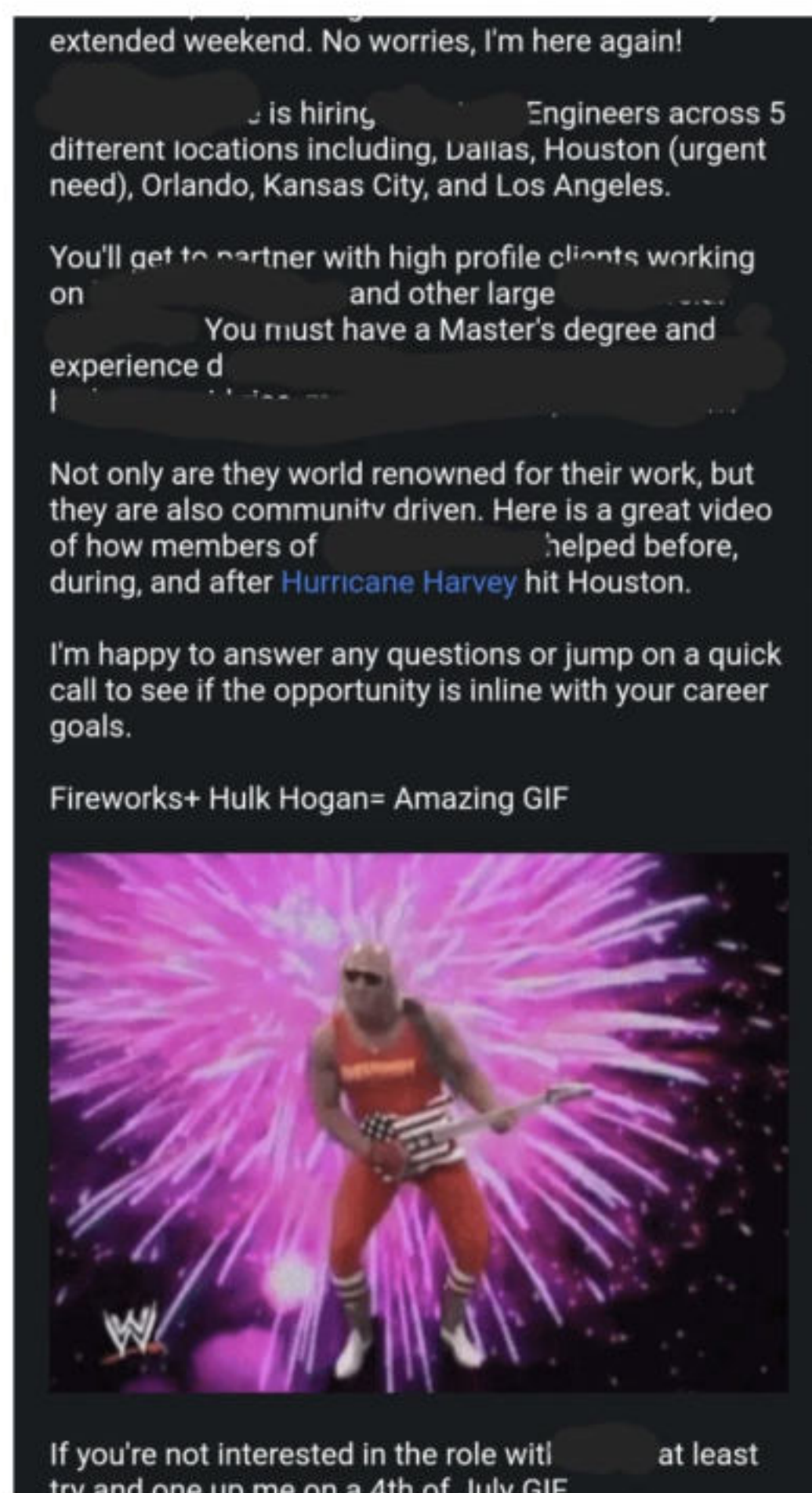
Outbound Recruiting Emails

What does it take to have your potential candidates either ignore you like those sleazy requests on dating apps or instantly want to open your emails and get the conversation started?

Let's look at some examples!

Examples of emails you should NEVER send

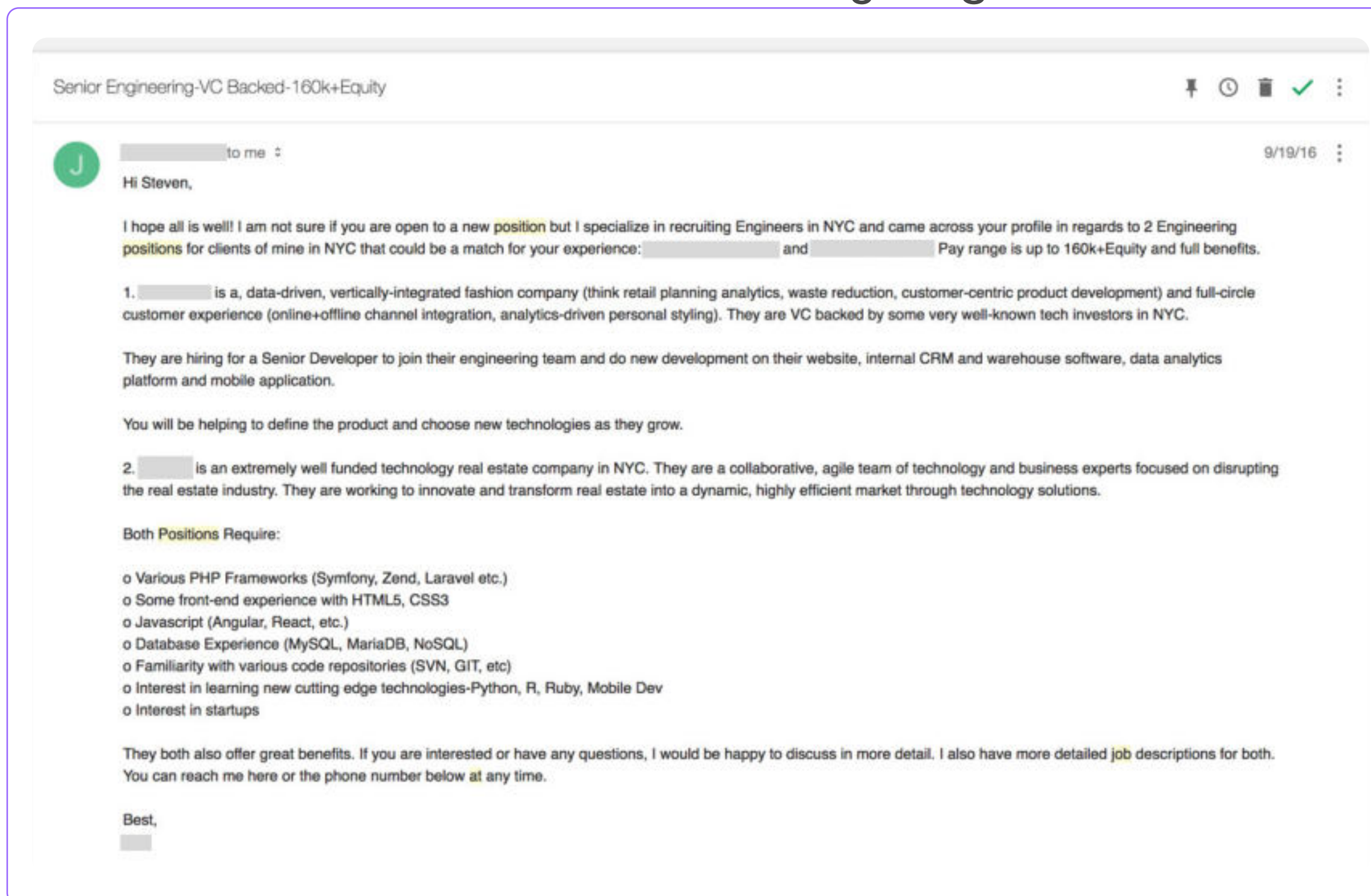An absolutely deranged email ending from a recruiter whose first email I ignored

extended weekend. No worries, I'm here again!

_____ is hiring _____ Engineers across 5 different locations including, Dallas, Houston (urgent need), Orlando, Kansas City, and Los Angeles.

You'll get to partner with high profile clients working on _____ and other large _____. You must have a Master's degree and experience d

Not only are they world renowned for their work, but they are also community driven. Here is a great video of how members of _____ helped before, during, and after Hurricane Harvey hit Houston.

I'm happy to answer any questions or jump on a quick call to see if the opportunity is inline with your career goals.

Fireworks+ Hulk Hogan= Amazing GIF

If you're not interested in the role with _____ at least try and one up me on a 4th of July GIF.

Notice the sordid nature of the copy? The only reaction it deserved was the reaction above from the receiver.

←

source: reddit

Outbound Recruiting Emails

Phew! Pretty long email, isn't it?

Senior Engineering-VC Backed-160k+Equity

J   to me   9/19/16

Hi Steven,

I hope all is well! I am not sure if you are open to a new position but I specialize in recruiting Engineers in NYC and came across your profile in regards to 2 Engineering positions for clients of mine in NYC that could be a match for your experience: and   Pay range is up to 160k+Equity and full benefits.

1.   is a, data-driven, vertically-integrated fashion company (think retail planning analytics, waste reduction, customer-centric product development) and full-circle customer experience (online+offline channel integration, analytics-driven personal styling). They are VC backed by some very well-known tech investors in NYC.

They are hiring for a Senior Developer to join their engineering team and do new development on their website, internal CRM and warehouse software, data analytics platform and mobile application.

You will be helping to define the product and choose new technologies as they grow.

2.   is an extremely well funded technology real estate company in NYC. They are a collaborative, agile team of technology and business experts focused on disrupting the real estate industry. They are working to innovate and transform real estate into a dynamic, highly efficient market through technology solutions.

Both Positions Require:

o Various PHP Frameworks (Symfony, Zend, Laravel etc.)
o Some front-end experience with HTML5, CSS3
o Javascript (Angular, React, etc.)
o Database Experience (MySQL, MariaDB, NoSQL)
o Familiarity with various code repositories (SVN, GIT, etc)
o Interest in learning new cutting edge technologies-Python, R, Ruby, Mobile Dev
o Interest in startups

They both also offer great benefits. If you are interested or have any questions, I would be happy to discuss in more detail. I also have more detailed job descriptions for both. You can reach me here or the phone number below at any time.

Best,

source: LinkedIn

An actual email from a recruiter.

Greetings,

My name is.   and I am an IT recruiter at

Our records show that you have : **Data Analyst** This experience is relevant to one of my current openings with the **APEX**

Details:
Role/Title: Data Analyst
Client: APEX
Req.: 93814
Duration: Initially : 08-22-2022-02-20-2023
Location: 100% remote

Job description:
- Ability to understand data model
- Experience in analyzing data (exploratory analysis)

This is an actual email from a recruiter (email checks out as legitimate) but it looks so scammy I'm not even going to reply to it.

source: reddit

Zero efforts, copy-paste email? The candidate is never going to reply.

←
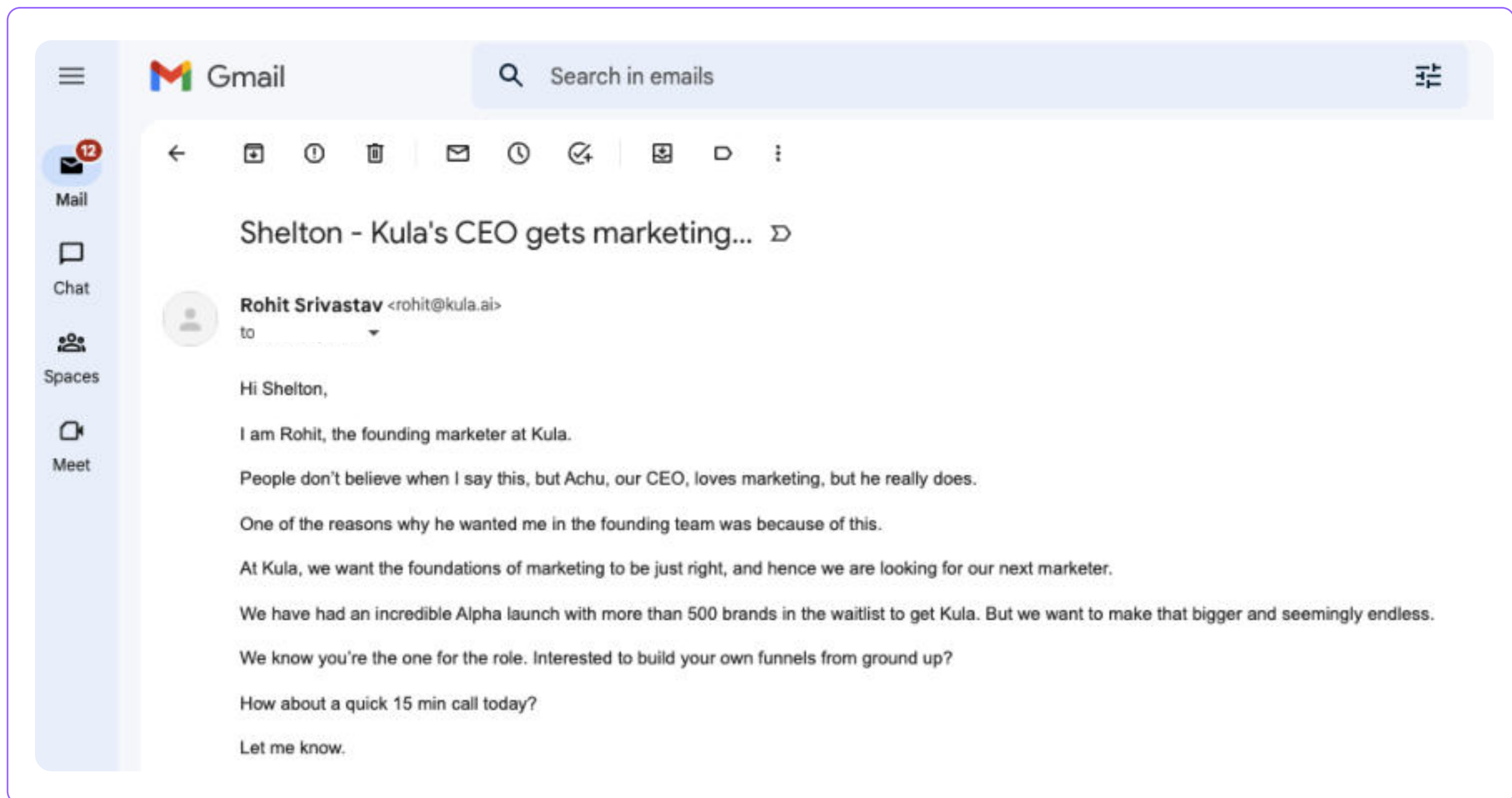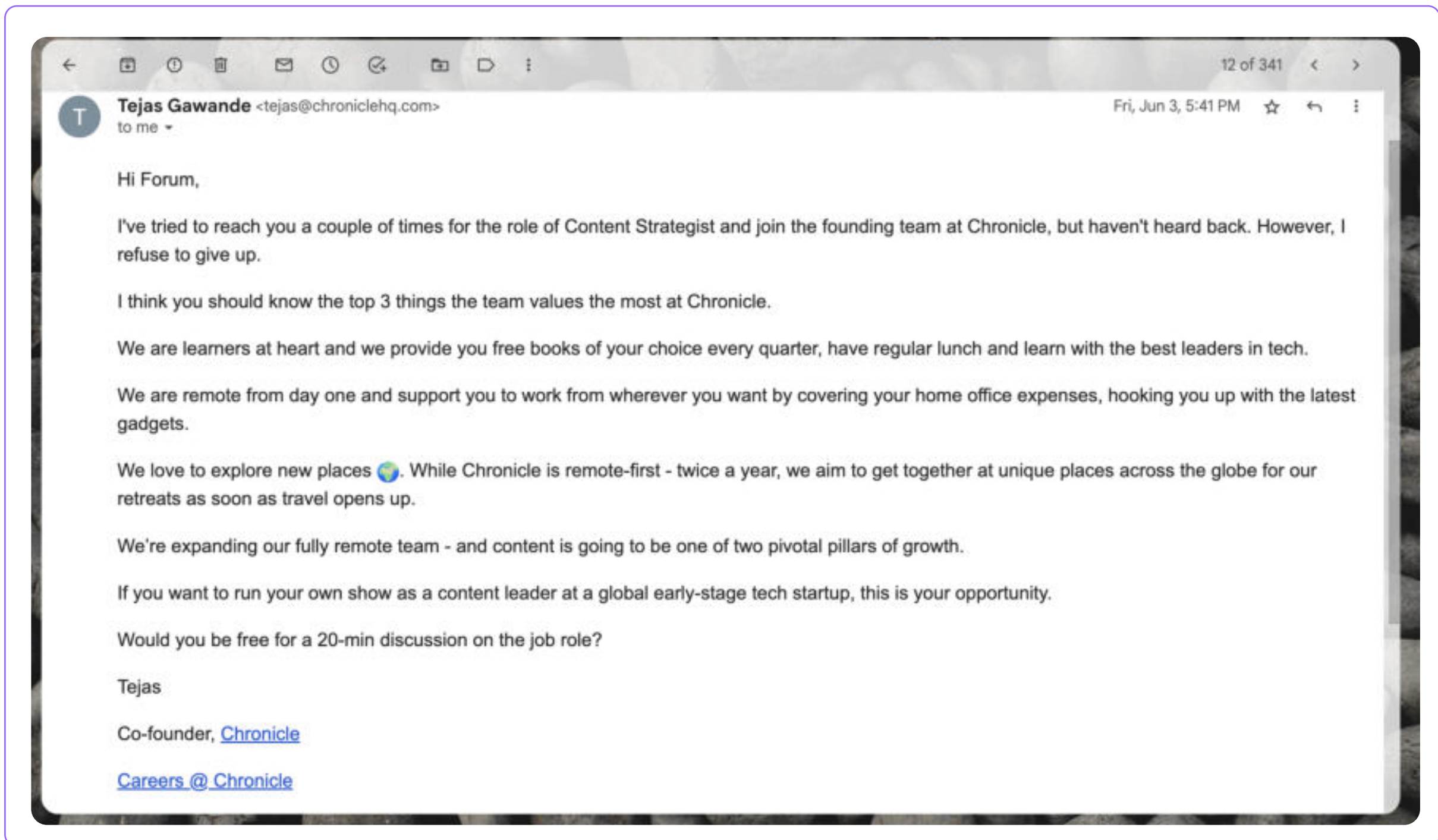
I'm not ever going to reply to it.

Outbound Recruiting Emails

Emails you *should* take inspiration from

The good: Relatable subject line along with the candidate's first name. The email is crisp and covers the reality of marketing along with the specifics of the open role. Has a clear action item in closing asking for a 15-minute call.

Outbound Recruiting Emails

Tejas Gawande <tejas@chroniclehq.com>
to me

Fri, Jun 3, 5:41 PM

Hi Forum,

I've tried to reach you a couple of times for the role of Content Strategist and join the founding team at Chronicle, but haven't heard back. However, I refuse to give up.

I think you should know the top 3 things the team values the most at Chronicle.

We are learners at heart and we provide you free books of your choice every quarter, have regular lunch and learn with the best leaders in tech.

We are remote from day one and support you to work from wherever you want by covering your home office expenses, hooking you up with the latest gadgets.

We love to explore new places 🌍. While Chronicle is remote-first - twice a year, we aim to get together at unique places across the globe for our retreats as soon as travel opens up.

We're expanding our fully remote team - and content is going to be one of two pivotal pillars of growth.

If you want to run your own show as a content leader at a global early-stage tech startup, this is your opportunity.

Would you be free for a 20-min discussion on the job role?

Tejas

Co-founder, Chronicle

Careers @ Chronicle

The good: It's a nice follow-up email. The founder is the sender himself, the opening gives context about the previous emails, the copy highlights the work culture and throws a spotlight on the role & opportunity for growth. The email signature has relevant information as well.

Outbound Recruiting Emails
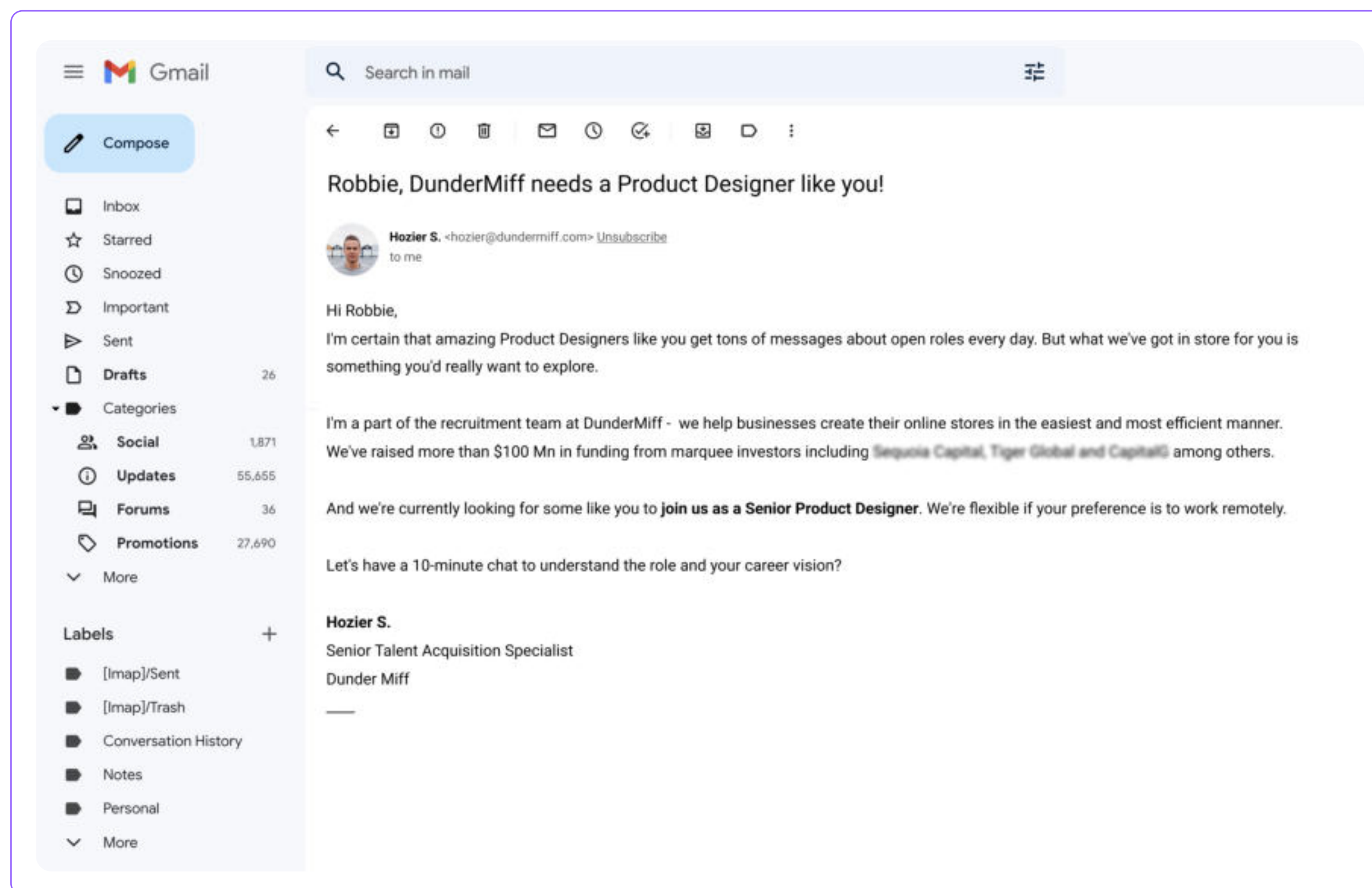
The good: Personalized subject line along with the role. The email copy opens with a decent appreciation for the candidate instantly followed by the context of the message the sender wants to convey. A brief copy covering enough information required for a first cold reachout.

Best Practices

We saw the good and bad examples of emails that recruiters send out to potential candidates. Now here's a handy list of do's and don'ts that you can pin and refer to when you write your next outbound recruiting email.

Things to remember **while sending outbound recruiting emails**

○ Always **verify the candidate's contact information**
You don't want to send a Designer vacancy email to a Software developer. So always verify the receiver's name, personal email ID, current organization, current role, etc.

○ **Have short and clear subject lines**
Subject lines with a length of <60 characters work the best on most email services.

○ **Keep your email neat**
The neater the email, the better the readability and chances of the candidate taking your email seriously. So format your email into paragraphs, highlight important information, have clear CTA buttons.

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Outbound Recruiting Emails: Best Practices

- **Keep the email short and sweet (KISS)**
  Nobody likes to read lengthy emails. Try to convey your recruiting needs in three-four paragraphs. Open up with a hook phrase, follow it up with relevance for the candidate, get into the specifics of the role without giving away too much information, and close the email with a question or an action item for the candidate to respond to you with.

- **Personalize as much as possible**
  Personalization doesn't stop at adding the first name in subject lines or email copies. Go a step further by talking about the candidate's skills, something that is unique to their career progression, something you noticed and liked about their work.

- **Tell your story like it is**
  Remember that people always believe in people. So instead of filling your email with a list copy-pasted from JDs, talk a bit about your organization's culture, help the candidate imagine how would it be like for them if they join your org,and keep things honest. If you are a small team and would require the candidate to take up more, then state it upfront.

Outbound Recruiting Emails: Best Practices

○ **End your emails with a clear action item**
Always end the email with one clear action item for the candidate. For example: Ask the candidate for their availability for an exploratory call or to respond to your email with any queries they might have related to the job opening.

○ **Time your email carefully**
Mid-week and Sunday are usually known to get high response-rate from candidates. However, we'd recommend you experiment and conclude which time and day(s) work the best for your industry.

Outbound Recruiting Emails: Best Practices

Things to avoid while sending outbound recruiting emails

- Avoid slang and jargon
- Avoid spam words
- Don't send long email copies
- Avoid run-of-the-mill messaging
- Don't overshare information in the first email itself
- Don't flood your email with several different action buttons
- Never send emails on the candidates work email ID
- Don't send emails when your candidates are asleep

Concise, jargon-free, and honest recruiting emails perform the best.

Outbound email metrics you must track

Monitoring metrics of your recruiting emails helps you measure success, and indicates areas where you need to make improvisations in your email campaigns.

- Response rate
- Opened
- Clicked

Ready-to-use Templates

Subject Lines for <u>First Reachout</u>

Subject lines

1. <candidate.name>, we need you at <org.name>
2. <candidate.name>, your love for building products is inspiring! Let's chat?
3. <candidate.name>, our CEO gets <function.name>!
4. <candidate.name>, Lead from the front at <org.name>?

Outbound Recruiting Emails: Template

Email copy for first touchpoint

> Hey {{candidate.first_name}},
>
> My name is {{sender.first_name}} and I take care of tech recruitment at {{org.name}}.
>
> We're looking for someone like you to join us as **Lead Software Engineer - Marketplace at {{org.name}}**.
>
> [talk about your organization's services/products in a sentence or two]
>
> Are you open to a fifteen-minute call today or tomorrow to talk about the opportunity?
>
> Best,
> {{sender.email_signature}}

Outbound Recruiting Emails: Template

Hi {{candidate.first_name}},

I'm sure you get boatloads of emails asking to join their team. But I can bet they don't have my determination.

I'm {{sender.name}} of {{org.name}}

What's {org.name}}? [describe what your organization's does]

We're looking for a {{job.title}} who'll join the founding team and [describe the role].

I think you'll enjoy this journey much more. But that's just me. Why trust this random email?

How about I make you believe my claim in a 15-minute call today?

{{sender.email_signature}}

Subject lines for follow-up emails

Subject lines

1. UI, you and all of us at {{org.name}}
2. Your love for {{skill.name}} amazes us!
3. {{referrer.name}} says you're fantastic at {{skill.name}}
4. What {{org.name}} and you have in common is perfect!
5. {{candidate.first_name}}, your career trajectory inspires us!.

Outbound Recruiting Emails: Template

Hey {{candidate.first_name}},

I am {{sender.first_name}}, the CTO of **{{org.name}}**.

I believe our recruitment team reached out to you about the **Senior Product Designer** role. I thought I'll tell you a lil bit more about the way we build our products along with a bit about our culture.

We build and deliver at lightspeed, and have immense fun along with tons of learning. Our products are built keeping our users' needs at the center ensuring they have the most seamless experience using our products. In your role as a Senior Product Designer, you'll be involved in conceptualizing and designing the interfacing, and overall owning up to the product design vision that you come up with.

I consider you a strong leader who can make the above happen.

Let's connect sometime this week and we'll walk you through what we have in store for you in detail?

{{sender.email_signature}}

Outbound Recruiting Emails: Template

Subject line: A match made in the CX heaven!

Hey {{candidate.first_name}},

Did you get a chance to check the last couple of emails we sent across?

Since we didn't hear from you, I am assuming you'd be tied up motivating your team of troubleshooters and making customers happy. Fair enough. That's what a true CX leader does anyway - and we at Meter love leaders as yourself.

Getting to the point: We're seeking our **Head of Customer Experience at {{org.name}}** to take our CX up a notch. Someone who brings empathy for customers, partners and teammates. Who knows what it takes to build and retain a solid team of Support Engineers and Customer Success folks.

And your profile looks like a match made in our CX heaven!

If you're aligned with us, let us know and I'll set up a call to walk you through what's in store.

{{sender.email_signature}}

Outbound Recruiting Emails: Template

{{candidate.first_name}},

Several folks at **{{org.name}}** have recommended your profile for the role of **Technical Support Engineer**.

And I gather that you've been exceptional at solving problems and keeping customers happy.

As we grow, I plan to have the best of the lot in my team. Someone who loves solving issues with conviction, keeping customers happy and laying foundations for future teammates. I aim to raise the bar high and build a playbook for support teams across the globe, with someone like you.

I wanted to know if the star solver in you is inspiring you to lay the foundation for **{{org.name}}'s** Tech Support Team.

My team and I would have written to you earlier. We might send a couple more emails. Hope you don't mind them.

We're just taking a shot at opening an opportunity for True Troubleshooters like yourself.

So do drop me a line if you'd want to talk about how we could build a world-class support team together.

{{sender.email_signature}}

Subject lines for final call

Subject lines

1. One last message before we go!
2. {{candidate.first_name}}, I want to give one try before I go!
3. I've been told you're a true Troubleshooter/Artist/CX Expert!
4. I'd be sad to take a pause here, but i'll have to.
5. {{candidate.firstname}}, wish you good luck!
6. {{candidate.first_name}}, we don't know what giving up's like. Do we?
7. about my follow-ups...

Outbound Recruiting Emails: Template

Hey {{candidate.first_name}},

Sometimes when people go AWOL we tend to give up.
I know, you're not among the ones who easily give up.
And neither am I. We're Support folks after all! :)

I understand you must be busy pacifying that furious
customer or solving yet another ticket for the day
without giving up.

But I wanted to check in one last time before we stop
bothering you - if you've thought about the Technical
Support Engineer's role at {{org.name}} that we'd
reached out to you for.

In case you missed it earlier, here's a glimpse:

[brief description of your organization]

You'll be playing a role of an enabler by [briefly line out
the responsibilities].

Let me know what you think!

{{sender.email_signature}}

P.S. You might get a nudge from me sometime later in
case we're unable to get through. We don't give up on
good folks after all.

Outbound Recruiting Emails: Template

Hey {{candidate.first_name}},

I know you hate it when your prospects ghost you. Me too. :)

I have this recurring reminder on my calendar to nudge and check if you're ready for your next move.
If you have a certain timeline in your mind, I can circle back then.

{{sender.email_signature}}

P.S: I hope it's cool with you to receive a couple of emails now and then from me about new openings for your profile.

Hey <FirstName>,

I noticed your <video/blog/campaign> last week and I'm really impressed by the work you'd put. In fact, I even shared it with my Marketing team here at {{org.name}} and everyone's become your fan.

We're actually looking for an expert like you to lead our Marketing team. We're a 20 people startup working on [about the company/company's mission]. And I think you'd enjoy taking up this challenge.

Would you be interested in a brief call to chat about your amazing campaign and the role sometime this week?

Best,
<Signature>

Outbound Recruiting InMails on LinkedIn

What does it take to have your potential candidates either ignore you like those sleazy requests on dating apps or instantly want to open your emails and get the conversation started?

Let's look at some examples!

Step into your potential candidate's shoes while drafting your InMail copy and think what kind of message would you respond to as a potential candidate.

InMails you should *NEVER* send

Golang / Software Engineer / hedgefund

Hi [*Censored word*]

I hope you're well? I'm reaching out as i have a with a Quantitative fund looking for a hands on Golang developer. The role would join the core technology team, and involve high data throughput and handling the whole pipeline from development to deployment and are used to dealing with enterprise infrastructure. They are also integrating machine learning algos into the infrastructure, so although you don't need experience with these, its worth mentioning that this will be apart of the role.

I wanted to reach out to see what type of role could tempt you away and be the best fit for you.

I appreciate you may not even be looking at this time, but it would still be a good idea to go though things like salary bandings on the market etc. for you,

What would be the best time / number for me to reach you on this week for a chat?

Thanks in advance for your reply!

source: Reddit

Who would want to respond to a message with typos and lack of clarity?

Outbound Recruiting LinkedIn InMails: Examples

Joshua Ledoux
Senior Recruiter at Leigh Bosco & Associates

InMail · Exciting Management Opportunity

May 15

Hi ,

Please feel free ro pass along the great news that we have a management opportunity at our Leigh Bosco & Associates location in Council Bluffs.

If you would like additional details for yourself or your network on the packages we offer our leaders and job details, please let me know! Have a great day!

Best Regards,
Joshua

source: LinkedIn Talent blog

Is that even worth an InMail? Typos, asking for favors, and a casual approach to messaging. Who'd take it seriously?

Outbound Recruiting LinkedIn InMails: Examples

Sarah Wilcows
Senior Recruiter at DunderMiff

■ ■ ■

InMail · **Exciting Management Opportunity**

May 15

Hi Jocelyn,
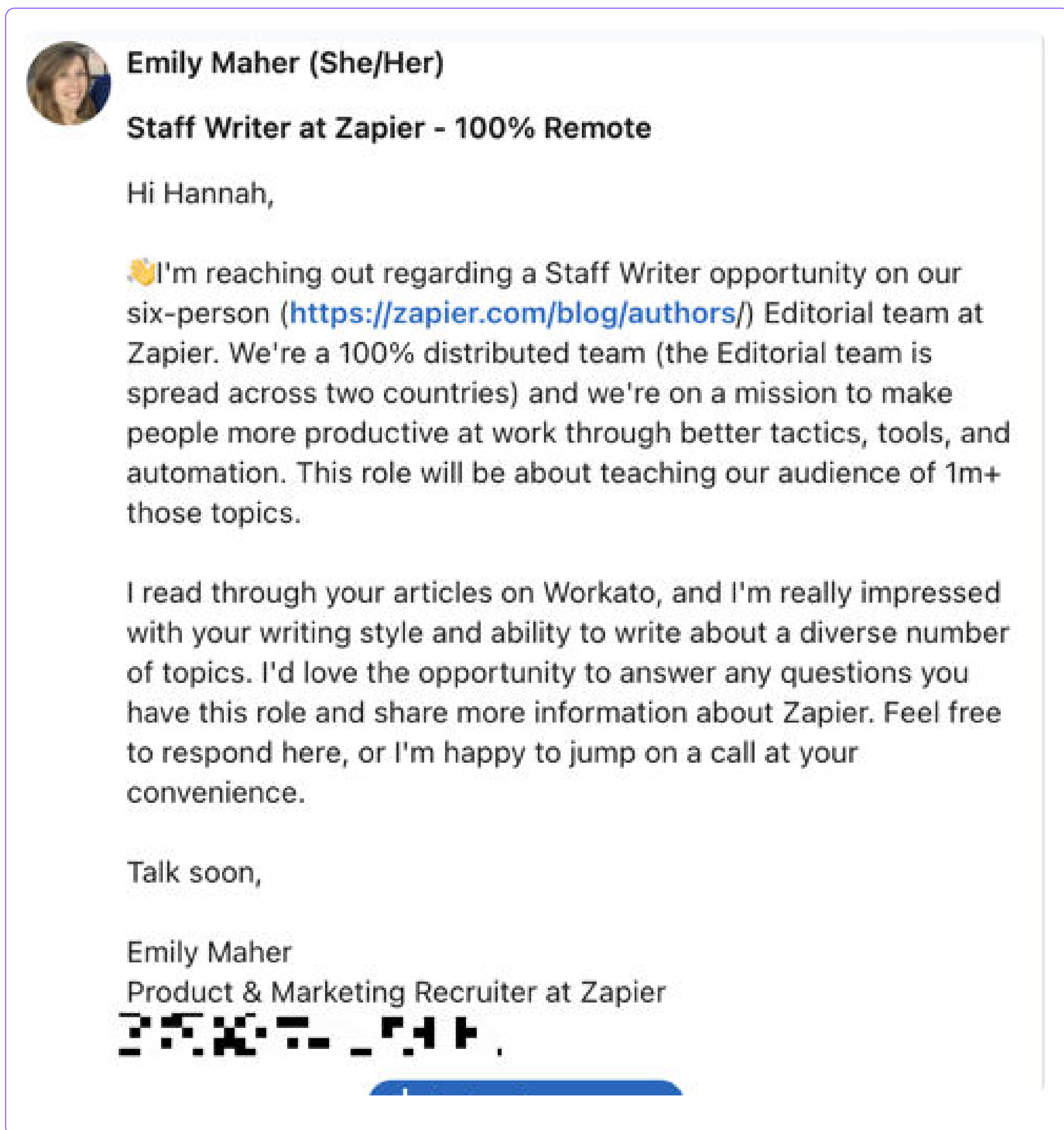
As soon as I saw the David Ogilvy quote on your profile, I knew I had to get in touch. We actually have the same quote framed in our office.

I'm currently building out a paid media team and think you'd be a great fit. Do you have some time next week for a quick call to talk about the role, and of course, the wise words of Mr. Ogilvy?

source: LinkedIn Talent blog

The good: Commonality established about a particular topic. The crispness of the message.

Outbound Recruiting LinkedIn InMails: Examples

Emily Maher (She/Her)

Staff Writer at Zapier - 100% Remote

Hi Hannah,

👋I'm reaching out regarding a Staff Writer opportunity on our six-person (https://zapier.com/blog/authors/) Editorial team at Zapier. We're a 100% distributed team (the Editorial team is spread across two countries) and we're on a mission to make people more productive at work through better tactics, tools, and automation. This role will be about teaching our audience of 1m+ those topics.

I read through your articles on Workato, and I'm really impressed with your writing style and ability to write about a diverse number of topics. I'd love the opportunity to answer any questions you have this role and share more information about Zapier. Feel free to respond here, or I'm happy to jump on a call at your convenience.

Talk soon,

Emily Maher
Product & Marketing Recruiter at Zapier

source: Zapier

The good: Clear subject line highlighting the role, the org, and remote work option. The email copy gets straight to the point and leaves the candidate with an action item of their preference.

Outbound Recruiting LinkedIn InMails: Examples

> **Lana Zeises**
> Senior Recruiter at Red Spike
>
> • • •
>
> InMail · **Your Austin experience is needed**
>
> February 9, 8:38 AM
>
> Hi Kevin,
>
> I saw your profile online and immediately thought of you for a job opportunity. I'm a recruiter for Red Spike, and we're searching for a Sales Training Specialist to join our Media Sales team. This role will be responsible for the instructional design and development of training materials for the sales and account management teams, which is right in your wheelhouse.
>
> I noticed that you used to work for Elicix in Austin, and that's the training model that Red Spike is looking to emulate. Your experience there could be really valuable, as the company is ramping up and looking for leaders. This is a great job in a good company, with lots of room for growth. You would be working out of either our Sunnyvale or San Francisco offices, with a moderate amount of travel expected.
>
> Let me know if you'd like to discuss the opportunity further. If you're not interested but know someone who might be, I'd welcome the recommendation.
>
> Thanks for your time and attention. Hope this works out.
>
> Lana

The good: Relevance in the subject line using the candidate's current organization details. The email copy is honest, clearly states what the organization is looking for, and ends with a humble note.

Best Practices

Things to remember while sending outbound recruiting InMails

- Let your subject line speak for itself.
- Keep your InMail copy short and simple. Stick to 400-600 characters
- Establish context at the beginning of your InMail
- Personalize your message. Personalized InMails perform about 15% better than ones sent in bulk*
- Focus on candidates who are "Recommended Matches" or "Open to Work". They are about 35% more likely to respond than others*
- Conclude your message with a clear action item
- Send your messages between 9:00 am and 10:00 am on a weekday. Try sending InMails at different times during the week and compare response rates.
- Add a a signature right including your name, position, and company website so candidates can find out more about your organization.

Things to avoid while sending outbound recruiting InMails

- Avoid sending InMails at odd timings
- Don't craft long, boring InMail copies
- Don't overdo the frequency of sending InMails
- Avoid overused terms like opportunity, vacancy, etc.
- Don't flood your message with multiple CTAs
- Don't mess up your email signature with 100s of social media buttons

Ready-to-use Templates

Subject lines

1. [mutual connection] suggested we should get in touch!
2. Too good to be true. But it is what it is.
3. {{candidate.first_name}}, we need you at {{org.name}}
4. {{candidate.first_name}}, your passion for {{skill}} is inspiring

Outbound Recruiting LinkedIn InMails Template

Hi {{candidate.first_name}},

I'm {{sender.name}}, working as {{sender.jobtitle}} at {{org.name}} - [one-liner description about your org]. I came across your profile as we're looking for a [job_title] with [mention specific knowledge or skills, like "an expertise in Designing and Frontend Dev"] and I think you'd be a perfect fit.

I'd like to share more details about this role and learn a few things about you as well. Shall we connect [include date and time or timeframe]? I'd be happy to set up a call.

Also, feel free to ask any questions you may have.

Best
{{sender.signature}}

Outbound Recruiting LinkedIn InMails Template

Hi {{candidate.first_name}},

We at {{org.name}} are looking for someone like to {describe the responsibility briefly}}.

Based on your years of experience, we think you would enjoy shaking things up and taking {{org.name}} to the next level. I can work around your schedule for a quick discussion to walk you through the role and address any queries. Let me know if we can connect sometime this week!

P.S. We are an organization that encourages remote working, inclusivity, and mental health care.

{{sender.signature}}

Outbound Recruiting LinkedIn InMails Template

Hi {{candidate.firstname}},

{{referrer.name}} who is a mutual connection of ours, speaks very highly of you.

So when I started looking for {{job.title}} at {{org.name}}, your profile was my top recall. The role would involve you to {{describe the responsibilities}}.

We recently announced a xx$ funding backed by [names] and have plans to expand across {geographies}. These are exciting times for {{org.name}} and I think you'd really enjoy being a part of the organization.

Happy to set up a call or send over further information. Let me know what'd you prefer
{{sender.signature}}

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Mutual Connection

Hey {{candidate.firstname}},

[Mention how you came across their profile, e.g. looking for a specific skill set or through a mutual connection].

We currently have an open role for {{job.title}}. Are you available for a call so that we can discuss further? In case you're not ready for a change at the moment, I'd be happy to stay in touch for future job opportunities.

Looking forward to hearing back from you,

{{sender.signature}}

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Establishing connections highlighting the candidate's skills

Hi {{candidate.firstname}},

I hope you're doing good I couldn't help but notice that your [Skill 1] and [Skill 2] experience would make you a great fit for {{job.title}} at {{org.name}}

I'd love to spend 15 minutes to learn more about your career goals and share more details about the said role.

Let me know if you're free sometime this week?

Thanks again for your time, and take care!

Best,
{{sender.signature}}

Hi {{candidate.firstname}},

After reading your post about [Post from LinkedIn profile], I was just looking at your profile, and I really like how you think. I believe your experience and values are exactly what [Company_Name] is looking for.

[Compan_Name] is looking to fill a few roles for their [Job_Title] team. I saw how you worked on [Project/responsibility of the candidate], and I'm sure [Company_Name] would love to hear more about your experience with this.

I'd love to chat with you about this role. Do you have a few minutes for a quick conversation?

Do let me know!

Sincerely,
{{sender.signature}}

Subject line: Exploratory chat with X company's leadership team

Hope all is well. I'm part of X company's talent team. I came across your profile and was very impressed with your background. Your experience at ABC company, XYZ company, and background in product management is really solid.

Our product leadership team is very interested in getting to know your background. I was wondering if you might be open to an informational chat. I'd welcome an opportunity to get acquainted and create a platform for you to connect with folks here.

Looking forward to hearing from you

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Kula's outbound recruiting platform lets you proactively reach out and engage with the top talent everywhere. With Kula, you have complete control, visibility, and predictability over your entire talent pipeline.

Kula Circles

All your employee networks in one place with real-time visibility of candidate status
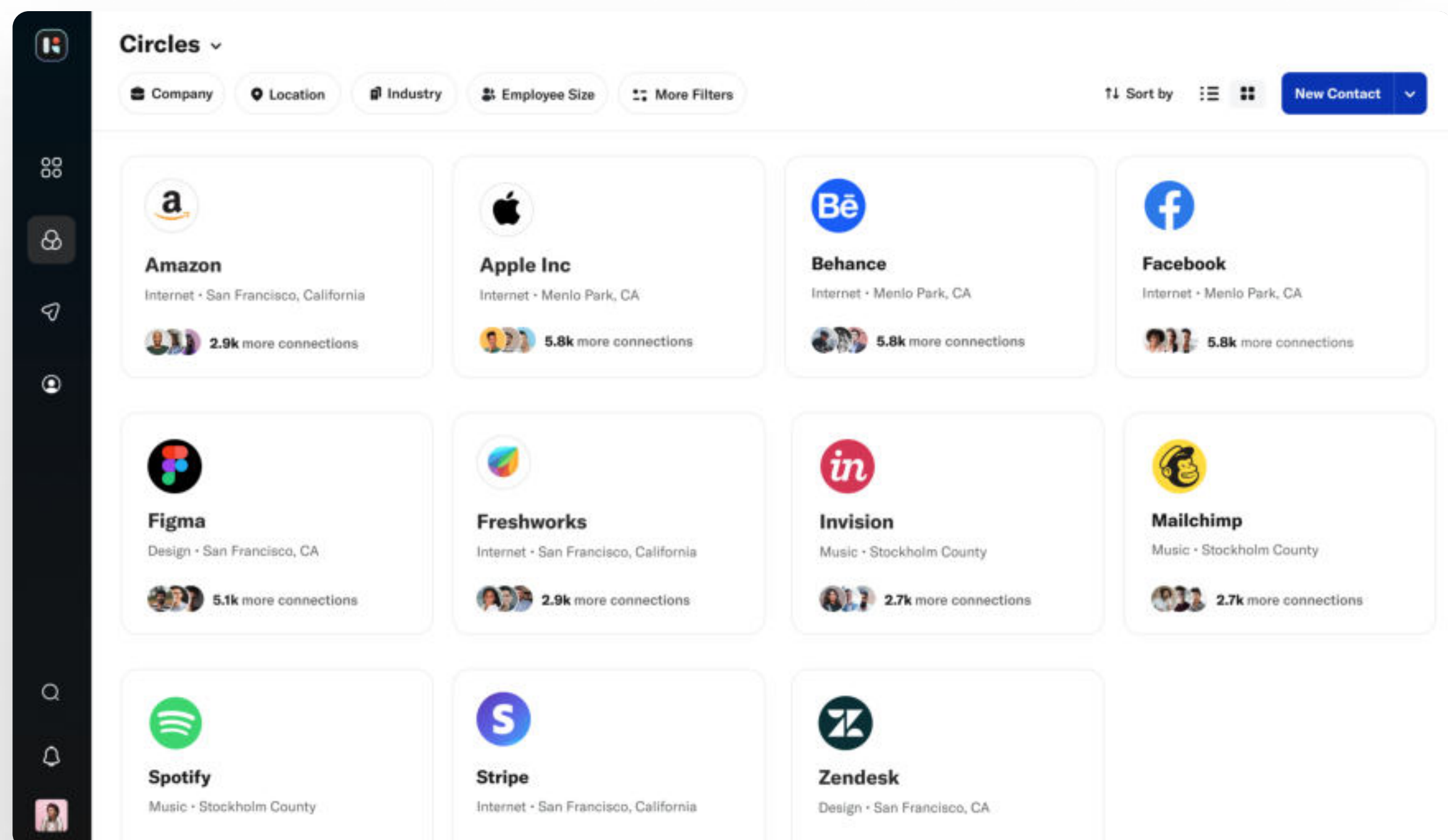
Kula Flows

Set up customized outbound recruiting flows on autopilot across candidates' preferred channels of communication

Turn every employee into a recruiter and hire faster, easier, together with Kula

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> "

With Kula, we made referrals proactive and closed a role within 1 week as compared to 8 weeks before.

Tejas Gawande

Co-founder at Chronicle

www.kula.ai