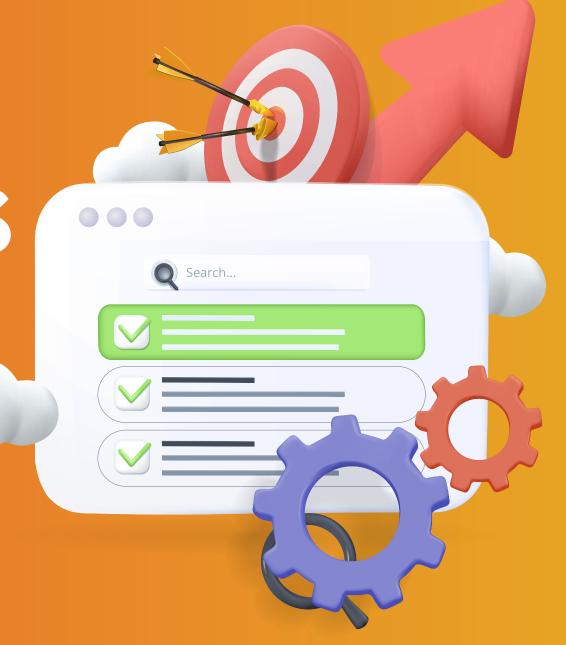
## RECBOUND

# SPEC OUT TEMPLATES

THAT HAVE MADE PLACEMENTS





# **OUR TIPS**



### recbound.com

## **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?"

\*\*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\*\*

\*\*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\*\*



### 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\*\*





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