RECBOUND 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

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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**?

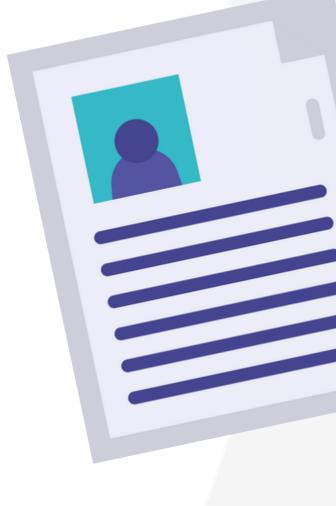
Confidentially, a **JOB TITLE** from a **COMPANY TYPE e.g. Top 10 global bank** asked me to find him a new role in confidence.

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**



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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





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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**

YOUR NAME

Thanks,

Would you want to have a conversation with him?

