

Recruiter correspondence

Here at TheLadders we believe you should use multiple channels to uncover and pursue potential opportunities. These methods include: searching for an applying to online job applications; building your network and leverage existing contacts; and reaching out to relevant recruiters via email, over the phone and through LinkedIn.

This packet was created to help you effectively reach out to recruiters and mine for unpublished opportunities.

- ☐ **Please adjust the portions in red** based on your specific job-search goals and value proposition. Often times you can develop the **paragraphs in red** from portions of your original cover letter template.
- ☐ **Make sure you remove all portions** of the text that are currently in **red font** before you send it to the recruiter.
- ☐ **Re-read your email** once you've filled in all the portions and double check for typos and other grammatical errors.
- ☐ **Don't forget to attach your resume** to the emails you send out.
- ☐ **Use the body of the email for the main message** to the recruiter – do not attach it as a separate document.
- ☐ **When possible, contact the recruiter directly via email.** However, we recommend using the "LinkedIn Message" option when you're connected to the recruiter but still unable to access contact information.
- ☐ **Keep a list** of each email you send out to recruiters, including the date and time it was sent, who you sent it to, and what message and resume you used. This will keep you organized and on top of your follow-up activities.
- ☐ **If you promise to follow up with the recruiter** in a week, please do so! Put a note on your calendar to call or follow-up via email with the recruiter whom you initially contacted.

RECRUITER OUTREACH: EMAIL INTRODUCTION

Dear {Name},

I recently began a job search in the {City} area and a colleague of mine recommended {Recruiter's Organization} as a highly reputable search firm in the market with emphasis on {X industry or X type of function/role}.

{With more than 20 years of advancement and achievement, I possess a valuable balance of sales leadership, electrical engineering expertise, and customer focus to deliver multi-million dollar growth that enables organizations to thrive in highly competitive market conditions.}

{I believe that you will find my unique blend of technical know-how and sales leadership experience makes me an ideal candidate for a sales position. Throughout my career, I have strategically captured new accounts, expanded territories, and cultivated long-lasting client relationships.}

I attached a copy of my resume for your reference. I welcome the opportunity to speak with you and discuss how my knowledge and skills could contribute to the success of your clients. I will follow up with you within a week to confirm receipt of this package, and to determine what next steps should be taken.

Until then, should you have any questions, I can be reached at the number and email address listed below. I sincerely appreciate your consideration and look forward to speaking with you in the near future.

Best,
{First Name}

{First Name} {Last Name}
{Phone Number}
{Email Address}

{LinkedIn Profile URL}

RECRUITER OUTREACH: VOICEMAIL FOLLOW-UP

Dear {Name},

I wanted to follow up on the voicemail I left with you earlier today. As I mentioned over the phone, I recently began a job search in the {City} area and a colleague of mine recommended {Recruiter's Organization} as a highly reputable search firm in the market with emphasis on {X industry or X type of function/role}.

{As a marketing leader, I am committed to collaborating with sales, product, and operation teams to create compelling campaigns that drive revenue growth through effective customer acquisition and retention programs. I bring significant project management and people management experience, leading multiple concurrent processes and marketing initiatives to ensure their successful execution on time and on budget.}

{With extensive experience in B2B and non-profit marketing across multiple industries, I am a hands-on leader offering your clients commitment, adaptability, integrity, uncompromising dedication to excellence and the critical ability to lead high-performance teams.}

I welcome the opportunity to speak with you and discuss how my knowledge and skills could contribute to the success of your clients.

I will follow up with you next week to confirm receipt of this email, and to determine what next steps should be taken. Until then, should you have any questions, I can be reached at the number and email address listed below.

I sincerely appreciate your consideration and look forward to speaking with you in the near future.

Best,

{First Name}

{First Name} {Last Name}

{Phone Number}

{Email Address}

{LinkedIn Profile URL}

RECRUITER OUTREACH: LINKEDIN CONNECTION REQUEST (OPTION 1)

Dear {Name},

Your firm has some very exciting opportunities in {X industry or line of work}. I recently started exploring my career options and would love to connect!

Best,
{First Name}

RECRUITER OUTREACH: LINKEDIN CONNECTION REQUEST (OPTION 2)

{Name},

You have some great recommendations on here! Your firm seems to specialize in placing professionals in {X industry or line of work or location}. I recently started exploring {X type of} opportunities and would love to connect.

Best,
{First Name}

RECRUITER OUTREACH: LINKEDIN MESSAGE (OPTION 1)

Dear {Name},

I hope this message finds you well. Our mutual contact {First Name} {Last Name} suggested I reach out to you regarding {X type of} opportunities.

I am a {seasoned business development/consulting/operations} professional in the {X industry}. {I have an MBA in Finance along with 10 years' experience in budgeting, forecasting and financial planning. I've also designed and implemented internal controls, policies and processes. I excel at working with multifunctional teams, and with people at different levels of the organization.}

I am currently looking for opportunities where I can leverage {my financial planning background within a technology company}, as this is where most of my experiences and expertise lies.

Please feel free to take a look at my LinkedIn profile, or if you prefer, I can send you my resume. Should you have any questions, I can be reached at the number and email address listed below.

I look forward to hearing from you and discussing how my skill set could contribute to the success of your clients.

Best,
{First Name}

{First Name} {Last Name}
{Phone Number}
{Email Address}

RECRUITER OUTREACH: LINKEDIN MESSAGE (OPTION 2)

Dear {Name},

I hope this message finds you well. Your organization's name came up during my research for {X type of} opportunities.

I am a {seasoned business development/consulting/operations} professional in the {X industry}. {I have an MBA in Finance along with 10 years' experience in budgeting, forecasting and financial planning. I've also designed and implemented internal controls, policies and processes. I excel at working with multifunctional teams, and with people at different levels of the organization.}

I am currently looking for opportunities where I can leverage {my financial planning background within a technology company}, as this is where most of my experiences and expertise lies.

Please feel free to take a look at my LinkedIn profile, or if you prefer, I can send you my resume. Should you have any questions, I can be reached at the number and email address listed below.

I look forward to hearing from you and discussing how my skill set could contribute to the success of your clients.

Best,
{First Name}

{First Name} {Last Name}
{Phone Number}
{Email Address}