



DIRECT APPROACH EMAIL TEMPLATES

Example #1:

(Name),

Thank you for accepting my invitation on LinkedIn; your profile is quite similar to many others I work with in (discipline) yet your profile is beyond impressive. Congratulations on your accomplishments (cite specific if possible) and what you have done for the community.

As you may have seen on my profile, I run our (discipline) Practice. We are working on an exclusive basis for a uniquely positioned organization and I'd like to share with you their story. Although you are more than likely not actively looking for a new opportunity, please do not let that preclude you from at least hearing what our client is doing and what it would mean for you if there was mutual interest between them and you.

I have also attached a list of testimonials from candidates we have worked with recently. You can reach me at (number), and I do look forward to talking with you soon.

Example #2:

(Name), I am with (firm)'s (niche) practice and we specialize in placing (titles) and (titles) in the (specific area). Referrals are how I've built my business, and I am reaching out to you based on a confidential referral of a peer of yours I spoke with earlier today.

I shared with him the details of our client's unique situation, and he recommended three of his peers. You are one of them.

Please let me know what time would be best, and what number, to reach you when you will be able to speak confidentially. I will share with you the specifics of why I am reaching out to you, who I'm working with, what they are looking for, and what they are offering. .

I look forward to hearing from you soon as this is a time-sensitive matter, as I'm sure you understand. Thank you (name).

Example #3:

(Name), I specialize in placing (roles) and have a specific search to share with you and would like to set up a time to chat while you are on your commute home sometime this week. I recognize that you are either in one of two categories – one, you are with an organization you love so much that they wouldn't leave unless they won the lottery! The other category is the vast majority of the population – individuals who are doing a good job for their employer, but who realize that there may be an opportunity out there somewhere that would offer them something that their current job doesn't, whether it's an advancement, scope of responsibility, or location to name a few. If you are in the first category, certainly feel free to share that with me when we speak this week. If you are in the second category, I will share with you the details of this opportunity so you can make an informed initial decision.

Let me know if (day of week) or (day of week) is better and what time you typically head home. Thank you (name)!