

INDIRECT APPROACH EMAIL TEMPLATES

Example #1:

(Name),

I am an executive recruiter specializing in the placement of (titles) and (roles) within the (Industry), specifically in the (sector). My purpose is two-fold. First, I have a senior level opportunity I am working on for one of my top clients. Second, I wanted to learn enough about your situation to know when and about what I should be giving you a call since I am not presuming this opportunity is necessarily of interest to you as we have not yet had the opportunity speak. Give me a call and I'll share with you the details of specifically who I'm working with, what they are looking for, and what they are offering.

While I realize that you may not be currently interested in pursuing an opportunity with my client, I am also aware of the dynamic nature of organizations and the workplace at large. Generally, your peers will also consult with me about compensation in the industry, validation points, and movement from high caliber producers. If you ever are interested in where, how much, and why a (title) may have made a move call I probably know the answer. We joke that the new up in the insurance market is flat; if you are ever frustrated with the stagnant nature of your book of business and want to strategize on what others are doing to successfully grow theirs, we can certainly discuss that as well when we connect.

I thank you in advance for your return call; you can reach me at (number).

Example #2:

(Name),

You and I have not had the opportunity to speak yet; I am an executive recruiter specializing in (FILL) and frequently asked to write articles for industry trade journals. I wanted to see if you would be able to share some knowledge about (subject matter topic) for an article that I am writing. I would be happy to publish your name and organization if I use what you have to say, and our conversation shouldn't take more than five or ten minutes.

Let me know what specific time would work for us to connect and what number is best for you to be in a place you can speak freely. The article is time-sensitive in order to be published by (date).

Thank you (name) and I look forward to speaking with you.

Example #3:

(Name), I run our (discipline) Practice for (firm), and wanted to speak with you confidentially regarding a senior level opportunity with one of our best clients. They have entered into some new (type of) markets recently and their approach is distinctive and intriguing – and although I'm not assuming that you are looking to make an immediate change, I can promise you that their story is unique. Quite frankly it would be a mistake to not at least learn about their business model and how you could potentially incorporate it into your own – even if you aren't interested in making a move. My number is (number) and I look forward to speaking with you on a confidential basis soon."