

## MARKET MASTERY EMAIL SCRIPTS

### Example #1:

*(Name), I am a partner with (firm) in (location), and we are the (insert quantifiable firm accolade) in the (type of) market. My team is heavily entrenched in the (Industry) and has placed (Industry) professionals with over (# of) firms all over the (territory). I firmly believe there isn't a more connected (Industry) recruiter that exists.*

*I know you get calls and emails from lots of recruiters, and probably do not respond to most of them – rightfully so. They haven't got a clue as to the difference between a (industry specific term) and a (industry specific term), they've never set foot in one of their client offices much less toured each of their facilities, and they wouldn't be able to give you competitive insights garnered from your top five competitors like (list of competitors). However, I can, and I am asking for 10 minutes to share with you why I'm the one recruiter you connect with.*

*Let me know a time that works for you this week for us to speak briefly. If on your drive in or on your drive home is best, I would be happy to connect with you then. Thank you (name).*

### Example #2:

*(Name), I am with (firm), we are a (number of) year old executive search firm and I am a search consultant that specializes in (function, industry) in the (location). I do nothing but talk to your peers all day long, 20 each day, 100 a week, and 5,000 a year. (%) of what we do is with repeat clients which means that they not only value me, but share with me strategic hiring needs that they do not share with others.*

*I share that with you because if I was in your situation, I'd be selective about whose emails I return. Quite simply put, even if you aren't ready to make a move now, I can almost guarantee that one day that may change. Even if you never leave your current firm, I can give you competitive insights garnered from your top five competitors like (list of competitors). I can tell you what you should be making, what your competition is doing to land their top accounts, and how to stay viable within your firm – just to name a few.*

*I thank you in advance for your time; let me know when works best this week for us to connect and I will call you directly at that time.*

### Example #3:

*(Name), it's (name) with (firm). I am an executive recruiter in (niche) but I am not reaching out to you regarding a specific position at this time. My approach is different and it's what's allowed us to place (# of people) in (roles) over the past (years).*

*As you know, there are less than 200 established (Industry) companies, as well as approximately 50 start-ups out there with potentially viable (type of products) in development, and maybe a couple of dozen sizeable consulting firms for this particular marketplace. Out of that universe of about 300 potential employers, many are going to be located in places you would not consider moving. Many will have departmental structures that compartmentalize your function or minimize it, or they might treat you like a service group. Many will not develop products in the area that's of interest to you and some of those that do will not be able to afford you or even allow you to explore some of the areas that might be of your interest.*

*The bottom line is that there are probably not that many organizations that you truly potentially could be a good fit for or ever be interested in. My objective is to set up a time for an initial conversation to begin to get an understanding of your skills, interests, aspirations, and motivations. Please let me know the best time and number for us to do so, and I look forward to speaking with you soon. Thank you, (name).*