



## Favorite Prospecting Emails

***Presenter: Greg Doersching, President of Next Level Coaching  
& Managing Partner of Next Level Exchange***

For over 20 years, Greg Doersching has been recognized as one of the most cutting-edge recruiting industry voices. He is the President of Next Level Coaching, an International Trainer, and has presented hundreds of workshops and Keynote Addresses for major national, state, and local recruiting and staffing groups. Greg is consistently rated one of the top presenters for each conference, and on top of that, he still runs a desk.

In this quick tip, Greg shares his favorite prospecting emails, including examples and subject lines. All told, utilizing Greg's messaging ideas plus following his suggested timeline for delivery can turbocharge your business development strategy.

### **Meeting: "Favorite Prospecting Emails" by Greg Doersching**

**(Facilitator):** Greg's quick tip is a great reminder to think through how we might come across to our audience when communicating through email. How can we ensure that our message stands out in the crowd of emails cluttering one's inbox? Greg's approach embraces humor and creativity, all while exhibiting his personality.

What's your style when communicating via email? Review the example marketing emails that Greg provides in this tip. What edits and modifications would you make to mirror both messages, all while demonstrating your personality and style?

#### **Example Email #1:**

**Subject:** Circling the Wagons

**NAME,**

Circling the wagons, as I didn't want to mistake silence for disinterest. I wanted to circle back around and see how your hunt for the **TITLE OF THE POSITION** was going. If you are not finding the right people you need, please remember that **INSERT COMPANY NAME** specializes in that area, and as the Practice Leader for that discipline, and I would be very open to talking to you about how we have successfully filled these types of roles in the past.

I would welcome an opportunity to talk at your convenience. To make life as easy as possible, below is a link to my availability. Please choose whatever time works best with your schedule.

**Insert appointment scheduling link**

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Example Email #2:**

**Subject:** Release the Hounds

**NAME,**

Okay, no dogs will be released, but I've been reaching out to you for over the past three months regarding the **TITLE OF OPEN POSITION**, and I wanted to let you know that I give my clients maximum effort.

In fact, I am willing to put even more effort into finding candidates for this position than I have been in trying to reach out to you to talk about it. If you have not been able to fill this role, a conversation could prove beneficial.

**FIRM NAME** has a long history of successfully filling these roles, and I am confident we could provide you a slate of candidates for this role in a timely fashion.

If you would like to speak about this or other needs, please choose whatever time works best with your schedule for the two of us to talk, and I'll leave the hounds in the kennel until then.

**Insert appointment scheduling link**

Notes: \_\_\_\_\_  
\_\_\_\_\_  
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**TIP:** Don't reinvent the wheel when it comes to emails! The inspiration in Greg's *Release the Hounds* message came from an email sent personally to him. What emails have you received that you could recycle for your marketing or recruiting emails? Next, create a folder in your inbox for future messages that catch your attention and set a quarterly reminder to review and make new email messages to add to your communication sequence with clients and candidates.

**TIP:** The words you choose for your email subject lines can significantly impact whether or not the recipient reads the message you created. Spend extra time on the subject lines of your emails to improve open rates. The shorter, the sweeter – keep your subject line under 40 characters or less than seven words.

**TIP:** Greg's final tip reminds us to capture the intended receivers' attention quickly. With that in mind, make it a regular habit to review your templated emails for both recruiting candidates and marketing. What modifications could you make to simplify and shorten your message? What filler words could you eliminate to strengthen your emails?