

Top 12 Cold Email Secrets For Recruiters

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1. My 2 Favorite Techniques For Writing Subject Lines

Once you're inside of people's inboxes you stand a fair chance of getting your message read.

But we don't want a fair chance. We want them to open our message and act.

To get your message opened you need to write great subject lines.

A few (generic) subject lines most recruiters use are:

- Name at Company
- Name + Title + Current Company
- RE: Name + Title + Current Company
- Follow Up To Voicemail

Let's go deeper.

Part A: Tailor your subject line based on things your candidate is interested in.

For example here are some custom subject lines that got my messages opened, and received responses.

- The Undermined Developer
- Out with The Old via Hoserdude
- Dojo Phased Javascript Loading
-and why you should chat with me
- Inventor at Lithium Technologies

There are some people reading this that think it's impossible to find out what candidates are interested in without talking to them. (see tip #4)

Part B: 5 Reps

What do you mean by reps? And Why?

In the past I would rush to write my subject line without much thought. Crank out a message and hit send.

I stopped doing that too.

My process now is very different. I learn the candidate's interests, follow my writing framework. And after completing the framework, one of the last things I do is write 5 different subject lines.

One always stands out. I select it and hit send.

Here's part of my list before I sent this email to you:

- SL2: Get more candidates without doing any extra work
- SL3: Get more candidates without more sourcing
- SL4: How to get more candidates without more searching
- SL5: 5 techniques to land more candidates without more work
- SL 6: how to get more candidates without

Don't waste the other 4 you can modify and test these if you're contacting a batch of similar candidates for the same role.

2. Have A Goal For Each Message

Great recruiters have message goals. In the past, I had a goal that every cold message I sent would get a response. That's a terrible goal.

I failed at it miserably.

Set your big goal as getting a meeting. But use smaller goals to keep you going.

I use these.

- **Goal #1** Get a response (even if it's a no).
- **Goal #2** Start a conversation.
- **Goal #3** Develop a relationship.

I assign point values to each goal. Make it a game.

3. Find Their Interests

Before cold emailing someone do your homework. Research the person by viewing their online profiles. Find common ties with the person, what they are about, and their interests.

Before I contact or meet with someone I make a note of how long they've been in their role. Their tenure at companies. I like to have a clear idea of how they started their career.

This extra work will help you when you start writing your message to this person.

4. What's In It For Them?

Candidates are looking for more than random information and details "tell me what's in it for me".

- I am comfortable.

- I have a job at a good company.
- I have everything I want at the moment.

What is the bait for me to consider making a move?

This is a broad topic that can go in many directions.

Recruiting messages often spend too much time talking about the investment team, the product, or technology in general.

And fail to hit on the right topics to attract someone.

Change it around.

Think from your prospective candidate's perspective.

What's in it for them?

5. How To Make Your Message Interesting

Make your message interesting by giving prospects details about the role (that are truthful).

You need to give details about things they want to get them interested and to pique their interest.

6. Challenges

Why do people climb Mount Everest?

We love challenges.

In recruiting messages be sure to talk about the challenges your company is facing and where they can add value if they join.

Allowing them to make better use of their current skills. Or maybe it's time to develop new skills and try a challenge they haven't yet worked on.

If you are selling something your message should address a challenge or two that your target customer is facing and how you solve it.

7. Choose Your Language And Words Carefully

Use "you", "you're", "you could" in your emails. Instead of sending look at ME emails. Effective cold emails are not self focused.

"We've raised over \$75m in funding from Google, Facebook, BMW, ADT and other venture investors".

No one likes Bragging Bruce.

8. Be Casual, Personal, Unique, And Friendly

In the tech world buzzwords are as common as fake corporate speak and B.S. tones.

Candidates and prospects mentioned "messages should have a casual conversational tone".

A message shouldn't be filled with buzzwords or copy and pasting.

I like how one person put it "kind, friendly, and kind of like online dating". A goal we should have when cold emailing someone.

9. A Clear Call To Action

I wrote messages early in my career that were unclear as to what was going to happen next.

What I wanted them to **do** (if they were interested) was missing.

- I didn't ask a question they had to respond to.
- Tell them what to do if they were interested.
- I didn't push them towards a meeting.
- Or how to find out more information.

I didn't ask them to do anything. So they did nothing.

End your message with a clear call to action, if you want people to act.

“in order to buy this product send a payment to”

“to find out more information visit this website”

“to take the next step....”

10. Go Pro

What I mean by going pro, is if you are sending out cold emails in 2015 your online presence and LinkedIn profile should be amazing.

You have a solid photo. And your profile is complete.

If I'm a decision maker I should be able to browse your profile in 10 seconds and tell what you're about.

I shouldn't have to read through a bunch of rubbish or misspelled words. I don't want to sift through what looks like your College resume.

That's not how I want to waste my time. And your prospects don't either.

If you are cold emailing me I want to be able to quickly:

1. tell who you work for
2. establish credibility
3. how can you help me?

Use a pro email address. Sending cold emails from your personal email account is a rookie move.

Have a simple signature at the bottom of your message with your contact information and a way to find out more about you.

Don't waste time in your message telling prospects about yourself. They don't care.

Everyone is capable of scrolling to the bottom and seeing your title and clicking a link to (proof you are a real person) visit your LinkedIn account, or Twitter profile.

11. Track Your Emails

I love using bananatag to track my cold emails.

Haven't heard of bananatag? Want to test drive it first?

Do that here: <https://www.bananatag.com/signup/free/>

The free account is great, but it limits the number of emails you can track and the functions you want.

I cold emailed the founder of bananatag this week and he created a special limited time 20% discount for you.

Here's the code: 65965

Enter the code at https://bananatag.com/signup/pro_annual/ to take 20% off the month to month or annual subscription.

You're going to love how awesome it makes stalking your candidates... I mean tracking your emails.

Action #1. Start tracking your emails asap.

Action #2. Try the free version of bananatag.

12. The Boomerang Follow Up Technique

I tend to learn things the hard way. Not using the boomerang technique used to bite me in the butt regularly.

Have you ever been reading through resumes or LinkedIn profiles and realize that you've viewed a candidate for a second or third time that you already contacted?

(of course you have it probably happens to you a few times a day)

I used to get annoyed. And would flip to the next result quickly.

One day I stopped to think.... Have I heard back from this candidate yet?

The answer was no.

I stopped searching and went back to my inbox. Looked up the email I had sent in my sent items and hit reply to all.

Then I wrote out a long winded crappy follow up message that would sometimes get opened but rarely a reply.

Delete....

Delete.....

Delete.....

These follow up messages were bad. I'm glad they were deleted by my prospects.

I learned to write short, custom follow up messages. That are read and receive a 50% or better response rate.

I've also had good success with writing a new message to the candidate and



referencing my previous message. I'm not sure if it's spam filters or people are just lazy when it comes to emails.

Probably some of both.

By sending that second, third, fourth, "boomerang" email. I was able to get my message read.

Let Me Wrap This Up

I hope you enjoyed this ebook. I showed you some of my favorite secrets for writing cold recruiting emails.

Now it's UP TO YOU to take action on this material.

Because education is meaningless without action.

Go use this material now.

And if you liked it, here's what I want you to do next:

Send me an email at clinton@coldemailforrecruiters.com saying, "Hey Clint, just read your Top 12 Cold Email Secrets ebook and loved it."

Also if you haven't checked out the blog do that here:

www.coldemailforrecruiters.com/blog