

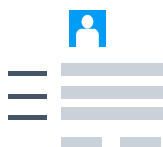
OUTREACH GUIDELINE

Construct A Clear and Succinct Outreach Strategy

It's your job as a recruiter to present your intended audience with the information they need to make an informed decision. This responsibility is why it's crucial to ensure you're getting your message across as clear and straightforward as possible. Use the tips below to guide your own outreach strategy creation.

What to include in your outreach:

Who are you? Establish your credibility.



Why are you reaching out? Specify the search details and who you are looking for.

What are you reaching out about? Specify if you're reaching out about potential candidacy or for their help as a source.



How can these people reach you? Specify a way for them to contact you, whether it be an email address or phone number.

Tips

Don't badger people. Figure out how many times you want to contact people, decide on a cadence, and stick to it.

Call and then email. If you email first it will likely just get deleted. If you call first, you will likely get their voicemail where you can say you'll follow up your call with an email. That email is more likely to be read.

Only say your number once if leaving a voicemail. Saying it once forces you to slow down and say it clearly, instead of in a rush twice.

You can force their hand and say 'I'm going to call you tomorrow,' and give them your contact info so they'll be inclined to call you sooner.

Avoid cold calling & cold sourcing.

Establishing a relationship with the people in your database goes a long way to make sure your outreach process runs smoothly. Even if it's currently not a fit, the email exchange or phone call can set the stage for future opportunities.