

11 Email Templates You Need When Hiring

Save time and trouble as you
recruit, assess, and secure
new team members

11 Email Templates You Need When Hiring

Save time and trouble as you
recruit, assess, and secure
new team members

First Edition
Published September 2016

Recruiting Social
Vancouver, Los Angeles
recruitingsocial.com

Written by Christian De Pape in Los Angeles



We love our ideas to spread. This license allows you to remix, tweak, and build upon our work non-commercially. When doing so, you must acknowledge Recruiting Social and distribute your contributions under the same license as the original. When in doubt, just ask us. We won't bite.

For more information on what you can do with the content and ideas contained in this guide, go here:
<http://creativecommons.org/licenses/by-nc-sa/4.0/> or send a letter to Creative Commons, 444 Castro Street,
Suite 900, Mountain View, California, 94041, USA.

Hiring isn't easy

Recruiting, assessing, and securing great people takes time, effort, care – and a whole lot of emails.

Love it or hate it (mostly hate it), email is how you most often communicate with candidates. Every message you send serves an important purpose. Every message you send also competes for attention in a noisy, jam-packed inbox.

Needless to say, email writing is high-stakes.

So we're helping you out. Within the following pages you'll find eleven of the Recruiting Social team's favorite – carefully-written, battlefield-tested – email templates. Covering each step of the hiring process, they will help you hit “send” faster, receive better and more replies, and keep the process moving forward.

Ready? Let's go.

How to use this book

The email templates that follow are a starting point for your own messages.

First, get familiar with the emails by giving each sample and its accompanying notes a quick read.

Then, as you're hiring and need to send specific messages, pull out the appropriate template.

Before hitting "send," customize the message to your needs, adapt it to the specific situation, and personalize it to the recipient. Avoid the generic, and you'll squeeze the most out of every email.

Finally, test out and compare different subject lines, message lengths, calls to action, send times, and other details. Through trial and error, you'll learn what works best for your needs and develop your own set of optimized templates.

The templates

1. Application received	5
2. Declining an applicant	6
3. Reaching out: To the point	7
4. Reaching out: The detailed pitch	8
5. Reaching out: Asking for a “referral”	9
6. After no response	10
7. Scheduling an interview	11
8. Providing interview details	12
9. Making a job offer	13
10. Declining an interviewed candidate	14
11. Keeping a declined candidate warm	15

1. Application received

Applicants want to know you received their application.

Do you tell them? Virtually every applicant tracking system (ATS) provides an auto-response feature that can send out personalized acknowledgement emails when applications come in. Just import a friendly email template (like this sample) and turn the feature on.

Subject: Application Received!

Hi [First name],

We got your application! Thanks for your interest in joining the team at Drapery Media.

❶ If you're qualified for the role, a member of our talent team will email you within 5 business days to set up a short phone interview.

❷ In the meantime, get an inside peek at #DraperyLife by following us on Instagram [@DraperyLife](#).

❸ If you have any questions about your application or its status, we're happy to answer them – email life@draperymedia.com.

[Company sign off]

❶ *Tell them what comes next to reduce confusion, stress, and questions directed at your team.*

❷ *Include a call to action that will help candidates learn more about what it's like to work for your company.*

❸ *Make yourself approachable and available to answer questions.*

2. Declining an applicant

Do you inform applicants they've been declined?

Most employers don't, and most job seekers resent them for it. Use your ATS's autoresponder to automatically inform applicants when their application is declined after first review. They want to know, and the tools at your disposal make it virtually effortless. Just do it.

Subject: Not Moving Forward

Hi [First name],

❶ We've reviewed your application for the [job title] position, and have decided not to move forward at this time.

While it might not be the right fit now, we're going to keep you in mind for future opportunities.

❷ Thanks for considering us as your next place of work. We truly appreciate your interest and the time you took submitting your application.

Regards,

[Company sign off]

❸ P.S. We want our application process to be as fast, fair, and pain-free as possible. Would you mind filling out a quick feedback survey to tell us about your experience? Your feedback will help us improve.

>>> [Do the quick survey here](#) <<<

❶ *Get it out of the way, right up front.*

❷ *Acknowledge the applicant's effort and show gratitude – leave them on a good note.*

❸ *Use a postscript to ask for feedback. Tell them why their personal experience matters, and provide a link to your candidate feedback survey.*

3. Reaching out: To the point

Business researchers have conducted many email-performance studies over the last few years.

The results are consistent: the shorter your email, the more likely you'll get a reply. This example is only slightly longer than a couple tweets, and makes every word count.

Subject: **Kemi + BigBuck**

Hi Kemi,

① Your 3 years at HiLo Finance and bilingual skills make you a match for the Workforce Analyst opening at BigBuck Banking's headquarters in Don Mills.

② Are you open to learning about the position, the benefits, and what makes us one of Ontario's 10 Most Admired Corporate Cultures?

[Sign off]

① Answer "Why are they emailing me?" with specific details.

② Keep the barrier to a yes low ("open to learning about") and connect what the candidate cares about most with your key selling points.

4. Reaching out: The detailed pitch

Who are you reaching out to?

Different personalities respond to different emails. A person's field of work often hints at their disposition; consider how sales people differ from engineers. This example uses praise, novelty, and detail to connect with the recipient.

Subject: Hi Dilma!

Hi Dilma,

❶ You might have noticed my interest in your LinkedIn profile.

❷ I've looked it over a few times this past week, and finally decided it was time to reach out! I'm impressed with your experience and portfolio. So are the designers here at Ka-Boom Marketing.

❸ We're actually looking to hire a UX Designer. This position would ...

1. Create interface solutions for big global brands
2. Collaborate with the UI design team to establish guidelines and templates for perfect flows
3. Lead user testing and research

Ka-Boom Marketing is a Webby Award-winning digital agency based in Atlanta. We have 350 employees in 4 offices across the U.S. and Canada.

❹ This might be a long shot ...

❺ Are you open to making a career move, and hearing a little more about the role? If the timing isn't right, I definitely understand. Let me know.

[Sign off]

❶ *Peak the reader's curiosity and hook their attention.*

❷ *Stroke the recipient's ego – butter 'em up!*

❸ *Introduce the opportunity, and identify 3 details about it that specifically appeal to the candidate's interests.*

❹ *Build dramatic tension before the big ask.*

❺ *Ask them to self-qualify ("open to making a career move") and keep the next step as low-commitment as possible ("hearing a little more about the role").*

5. Reaching out: Asking for a “referral”

Sometimes it helps to be indirect.

Approaching a potential candidate by asking them to refer a colleague is an old headhunting trick. You give them an easy out, and hey: they might just recommend someone else even better suited to the role.

Subject: **Colleague Referral**

Hey Kareem,

- ❶ Hopefully it’s a beautiful spring day in Seattle!
- ❷ I just came across your LinkedIn and, noticing your current role as VP of Customer Service at CashMonies and your solid background in the fin-tech space, I decided to reach out.
- ❸ I was wondering if you know any colleagues who might be interested in joining one of Washington’s Top 20 Employers of 2016, as SVP of Customer Experience?

See, I’m with Chingching, a financial services software company, and we’re hiring. Here is the job posting: <http://chingching.money/jobs/svp>

- ❹ If you can suggest someone, great, if not, that's cool too.
- ❺ Talk soon Kareem,

[Sign off]

❶ *Use a conversational and personalized opening to connect with the prospect.*

❷ *Tell the candidate why you are reaching out to them in particular.*

❸ *Tempt them by using a key selling point to describe the opportunity.*

❹ *Offer an easy way to politely decline and increase the likelihood of a reply.*

❺ *Use the prospect’s name more than once – as Dale Carnegie pointed out, “A person’s name is, to that person, the sweetest and most important sound in any language.”*

6. After no response

Waiting for a reply is painful.

And of course, it slows down your hiring process. This short example can help revive a conversation.

Subject: **Not Interested?**

Hi Zeke,

Haven't heard back from you. ❶ Can I put you down as "not interested" in the VFX Artist opportunity at Powersight Games?

[Sign off]

❶ *Many people are loss averse. Informing the candidate they are about to "lose" the job opportunity inspires them to respond.*

7. Scheduling an interview

Skip the hassle.

A well-written, well-formatted email can minimize the tedious back and forth so typical when scheduling a phone screen or interview. This sample focuses on a manageable few time-and-date options.

Subject: **Phone Interview With Flourish Market**

Hi Ciara,

Teddy here, from Flourish Market. Thank you for your application for the Campaign Manager role. ❶ (Here's the job posting to refresh your memory).

❷ I'd like to schedule a ~15 minute phone call with you to talk more about the role and get to know you better.

❸ Please let me know which of the following times works best for you and I'll send you a calendar invite:

- Monday, Sept 5 at 10 a.m. Pacific
- Tuesday, Sept 6 at 9 a.m. Pacific
- Tuesday, Sept 6 at 2 p.m. Pacific

❹ Appreciate if you can get back to me by 4 p.m. tomorrow – looking forward to connecting!

[Sign off]

❶ *Job seekers are likely applying for many jobs. Help them remember which one you're talking about.*

❷ *Tell the candidate exactly what they can expect: how long it will take and what you'll be discussing.*

❸ *Offer three or four date-and-time options. By being very specific – including day of the week, calendar date, time, and time zone – you help avoid confusion and missed appointments.*

❹ *Provide a response deadline to avoid waiting in limbo.*

8. Providing interview details

Interviews are scary enough.

Provide the candidate with an agenda and helpful information. The fewer unknowns, the less stressed the candidate, the more accurate your impression. This sample fleshes out what the day will look like.

Subject: **Your Interview Agenda**

Hey Gina,

❶ We're looking forward to meeting you at our offices next Thursday at 9:00 a.m.!

❷ Your agenda:

- 9:00 to 9:15, Office tour
- 9:15 to 9:45, Meet with Hamid Shah, Director of Product
- 9:45 to 10:00, Break and presentation set up
- 10:00 to 10:45, Presentation to Product team panel including Hamid, Product Manager Jane Sims, and Product Strategist Joseph Lariviere. The presentation guidelines are attached as a PDF.

❸ (By the way, Hamid is a big Dodgers fan too!)

Our office is located at 1234 Washington Blvd. in Culver City.

❹ To help you find your way, here are directions (Google Maps suggests that the drive will take about 45 minutes from your neighborhood in Los Feliz). You can access our office parking from Ohio St.

I'll meet you in reception. Until then!

[Sign off]

❶ *Confirm the most fundamental details right up front: time and place.*

❷ *Provide a breakdown of how their time will be spent and who they will meet.*

❸ *Provide the candidate with an ice-breaker and point of connection with the interviewer.*

❹ *Help reduce unknowns and unexpected challenges on what will already be a stressful day for the candidate.*

9. Making a job offer

It's the happiest part of the hiring process.

The specifics outlined in the offer are crucial, though. This sample balances warmth and detail.

Subject: **Offer From Toopence**

Hi Dieter,

❶ The team has enjoyed meeting and getting to know you. We're very impressed with your experience and approach to data management.

❷ Dieter, we're very happy to offer you a position as Data Manager at Toopence!

❸ We can offer an annual gross salary of \$77,000, paid bi-weekly by check or direct deposit. Our benefits package includes 21 days paid vacation, medical and dental insurance, 401(k), annual professional development stipend of \$1,500, and transit pass subsidy (the attached benefits booklet provides a detailed overview).

We'd be excited to have you start Monday, September 19. Your immediate supervisor would be Rachel Lin.

❹ To accept this offer, sign the attached offer letter and return it to me by email.

Let me know if you would like to discuss in more detail. We'd be thrilled to have you join us on the Toopence team!

[Sign off]

❶ *Lead in to the offer with context for the decision, but keep it brief.*

❷ *Express your team's excitement and make the candidate feel wanted and welcome.*

❸ *Summarize just the most important and appealing details of the offer.*

❹ *Spell out the action they must take to accept the offer.*

10. Declining an interviewed candidate

It's not easy to deliver bad news.

But when a candidate has spoken with you or visited your office, they deserve to know why you're declining them. While a call is best, an email does the job. This sample is direct, honest, and respectful.

Subject: **Not Moving Forward**

Hi Ji-woo,

❶ I spoke with Nancy and we've decided not to move forward.

❷ Here is some feedback:

- Our sales strategy focuses on cold calling, however your experience is focused on email.
- We understand there was difficulty finding parking before your interview; it would have been great if you phoned to let us know you would be late.
- You demonstrated deep knowledge of our company by referencing our annual report and core values. This impressed us.

❸ While it might not be the right fit this time, we're going to keep you in mind for future opportunities. Thank you for spending the time letting us get to know you. ❹ Please stay in touch!

[Sign off]

❺ P.S. We want our hiring process to be as fair and pain-free as possible. Would you mind filling out a quick feedback survey to tell us about your experience? Your feedback will help us improve.

>>> [Do the quick survey here](#) <<<

❶ *Get it out of the way, right up front.*

❷ *Provide 2 or 3 specific points of feedback. Be careful: avoid opinions and feelings. Only comment on aspects the candidate can change. You do not want to leave the impression your decision was unfair or discriminatory!*

❸ *Acknowledge the applicant's effort and show gratitude - leave them on a good note.*

❹ *Invite them to keep in touch. While they are not the right hire now, they may develop into the right hire in the future.*

❺ *Use a postscript to ask for feedback. Tell them why their personal experience matters, and provide a link to your candidate feedback survey.*

11. Keeping a declined candidate warm

Keep in touch with candidates who passed an initial screening or assessment.

Folks who showed a hint of promise. Why? To keep an eye on how they're developing. They might just have become a hire you need. This sample can be used for a check-in three months after the candidate was declined.

Subject: **Checking In**

Hi there Xiomara,

❶ Andy here – we interacted a few months ago about a role here at RetailWarehouse.com.

❷ I just wanted to check in and see how things are going?

Hope you're well,

[Sign off]

❶ *Reintroduce yourself and how you initially connected.*

❷ *Ask a friendly, open-ended question.*

Recruit people who will thrive with you.

We hope this guide proves helpful as you recruit and hire the people who belong on your team.

Need help pulling it off? We're happy to talk about working together:

Call **1 (800) 953 5339**

Email **connect@recruitingsocial.com**

About the author

Christian De Pape is Recruiting Social's head of marketing and content. Before this gig, he worked as a copywriter, brand communications specialist, florist shop assistant, fine china salesman, health insurance representative, ice cream scooper, and maintenance person at a maximum-security prison.

About Recruiting Social

Through our recruiting and recruiter training services, Recruiting Social connects purpose-driven companies with people who love what they do, believe in the vision, and belong on the team.

Offices in Vancouver and Los Angeles. Serving companies across the U.S. and Canada. Donates 10% of profits to education charities.

Not too bad, eh?

Visit us online at **recruitingsocial.com**