



# EMAIL OUTREACH

BEST PRACTICES FOR REACHING PASSIVE CANDIDATES

# TURNING COLD EMAILS INTO WARM CANDIDATES


- Today's passive candidates get spammed with dozens of emails informing them of jobs that they may or may not be interested in, so it's important to know how to get your email opened and stand out from the crowd.
  - On average, only about 20-25% of emails are opened.
  - If your email isn't even opened, your carefully crafted email doesn't matter at all.
- In general, your focus must be on:
  - Subject line
  - Personalization/Knowing your audience
  - Length
  - Call to action

# SUBJECT LINE

- Keep it short – most people are checking on mobile devices so you don't want it cut off
- Location is a great thing to add in some instances
- Company name can be a draw as well
- Avoid spammy words and symbols
- Unless it's an unusual job, you don't need to overthink it
  - Analytical chemist needed in Lexington
- If there is an unusual factor that would make this job really desirable to someone, that's something you could use in the subject line as well
  - Build your own practice – unique recruiting opportunity

# PERSONALIZE

- Besides the obvious of using their name, what in their background is of interest?
  - “I noticed you trained in Michael Pikal’s lab. This caught my eye because we are looking for someone to lead our lyophilization group and his lab is known to be one of the best.”
  - “I noticed you have quite a bit of analytical development work and have worked with both large and small molecules. As we look to add senior talent to our analytical team, these are skills that stand out.”
  - Do you know someone in common? If so, mention that.

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- Real Example: “I see you know my friend and neighbor Bob Smith. Interestingly, I got him a job when he first moved here from Scotland.” This got an immediate and very friendly response.
  - DO NOT spam people with emails looking for referrals. People want to hear you are interested in them, that they are special. If they are not looking, they might think to send you a referral. But people who don’t know you are not going to send you referrals. Why would they?

# KNOW YOUR AUDIENCE

Entry-level candidates— Be very careful not to not exclude the people you just searched for by too specific of an email

- For example: My client is in need of an entry-level formulations person. It would be *nice* to have someone with nucleic acid and lipid nanoparticle (LNP) experience, but that is very specific to my client and they have been very clear that it is **NOT** a requirement. I've just done a search and found a few people who have formulations experience but no nucleic acid and LNP. I reach out to them, but I've just excluded them with the following sentence in my email:
- **“We are looking for a research associate with relevant experience in nucleic acid delivery with hands-on experience in lipid nanoparticle (LNP) formulations & characterization.”**
- A better sentence would be: “We are looking for a talented and enthusiastic research associate with 0-3 years of experience to join our drug delivery and formulations group.”

## Mid-level candidates

- What are one or two of the **key things** you are searching for (that the people in your search presumably have or you shouldn't be reaching out to)

## Senior level candidates:

- Why are you reaching out to them (i.e. why would they want to make a move)?
- What's in it for them?
  - Is it a promotion?
  - New technology?
  - What's the draw?

# KEEP IT SHORT

- People have a SHORT ATTENTION SPAN
- Most people read their email on MOBILE devices
- Don't put too much information in the email – have a LINK they can click on to take them to the job description. They can explore more about the company from there.
- Don't assume people are open to new opportunities
  - “I don't know if you are open to new opportunities, but if you are, I would love to speak with you.” **This a softer approach that tends to yield better results and referrals from those who are not looking.**





## CALL TO ACTION

- It's important to have a clear call to action at the end of every email so your candidate knows what to do. Use whatever words you are comfortable with, but tell them what to do! Give them a simple next step!
  - If this sounds like something you're interested in, let me know and we can set up a time to speak.
  - Interested in learning more? Send me an email and we can set up a time to speak.

# SAMPLE EMAIL

Subject: Translate Bio – Analytical Scientist, CMC

Hi Yuting,

Your experience with both large and small molecules and analytical method development caught my eye. Translate Bio, a leading mRNA therapeutics company in Lexington, MA, is recruiting for an Analytical Scientist to join our CMC group and your background would lend itself well to this role.

I don't know if you are open to new opportunities, but if you are, I would love to speak with you. Please let me know and we can set up a time to speak. I have included a link with a job description for your review.

<https://k7y.pl/s/Og38H>

Warm regards,

Kerry Ciejek  
Talent Acquisition Consultant  
Translate Bio  
kciejek@translate.bio  
www.translate.bio

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# FOLLOW UP & HOUSEKEEPING

- No response? Sometimes it's simply a matter of bad timing. Send a follow up email. "Hi Bob, I'm following up on my previous email..."
- Check your fonts, make sure they are the same, send test emails to make sure formatting looks okay if you are sending bulk emails
- Check your spelling
- Check your grammar
- Stay positive! 😊