



How to Write an Effective InMail/Email Pitch

- Keep it short. Under 500 characters is best.
- Have a purpose.
- Make it personal and creative. Do not make it feel like a mass message.
- Put yourself in the shoes of a passive candidate, getting a message from a recruiter out of the blue. What would catch your eye?
- Try to find common ground with the person you are messaging.
- Make it smart – be sure you have installed Grammarly.
- Use a catchy subject line.
- Get creative with it.
- The first line or two need to be very direct. Why are they going to keep reading this message?
- Share something about yourself, i.e. Ask them where they are traveling next and share where you are off to.
- Say something positive about the candidate’s background (why are you contacting them)
- Mention a hot tech they use or might want to use based on their LinkedIn.
- If you have something in common, mention it (school, interest, etc.)
- Writer’s block? Use press articles written about the company you are pitching to help write your Inmail.
- Do not ask for a resume in your first message.
- Make sure there is a call to action (What they need to do after they get your message).



Which ones will you need to be more mindful of?

