

Writing an Effective InMail Pitch

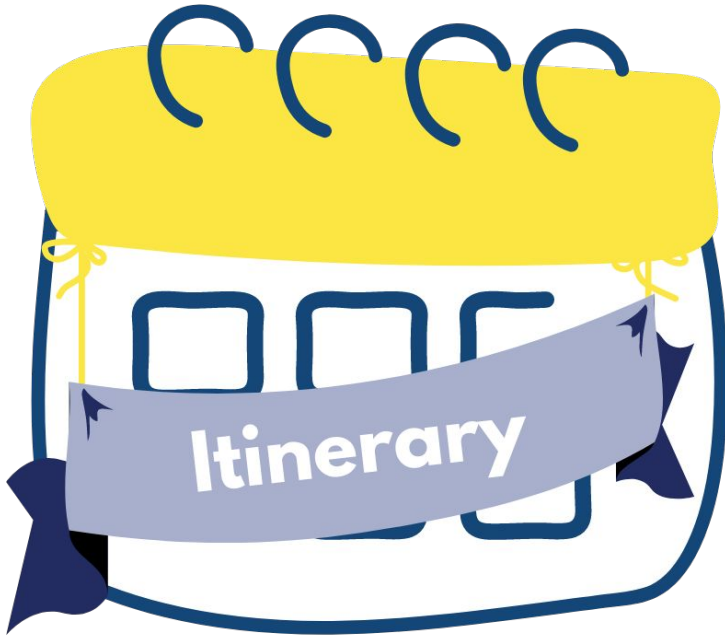


Many recruiters dread this topic, but it does not have to be hard; you always have to put yourself in the shoes of a candidate.

What are you going to respond to? What are you going to read? Remember, 80% of traffic is all on mobile devices from LinkedIn.



This lesson will cover:



- ▶ **Best Practices**
- ▶ **Who, What, Why, When, Where and How of writing InMails**



Keep it Short

Aim for Under 500 Characters?

LinkedIn says it is best to keep InMails under 500 characters. Now, that is a little crazy if you ask us. It is hard to get enough information in 500 characters. We try to keep it under 900 because above that gets too wordy and there is no way someone is reading that.

Depending on the role and the seniority is going to dictate on how many characters are best. Junior roles will need less information, and therefore will be lower word counts.

Have a Purpose!



Make it Personal

Do Not Make it Feel Like a Mass Message

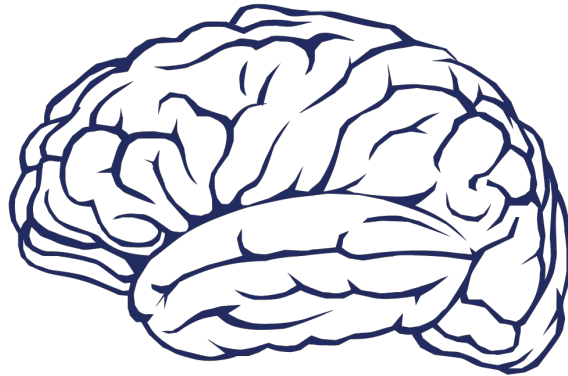
You will need to get mass amounts of messages out. You can not do an InMail message every single time from scratch, so have a core message that can be used and then make it as personal as possible so it doesn't feel like spam. That is very very important.

What is going to catch their eye? Try to find common ground with the person you are messaging. Maybe you both went to the same school? Heck yeah, you are going to message them about the school, right? Or, maybe you have the same interest, or an interest you can mention, do that!

Make it Smart!

Use a Grammar Checking Software like Grammarly

Having spelling and punctuation errors may be the difference between someone reaching out to you, and someone ignoring your InMail.





Use a Catchy Subject Line

Be Creative

Is the body of an InMail or the subject line more important? THE SUBJECT LINE!

Someone must decide to open the InMail and a catchy subject line may be the deciding factor.

Make the First Line or Two

Direct

This is why someone is going to continue reading this InMail. Be direct and upfront; What do you have to offer, and what are you looking for.



Share Something

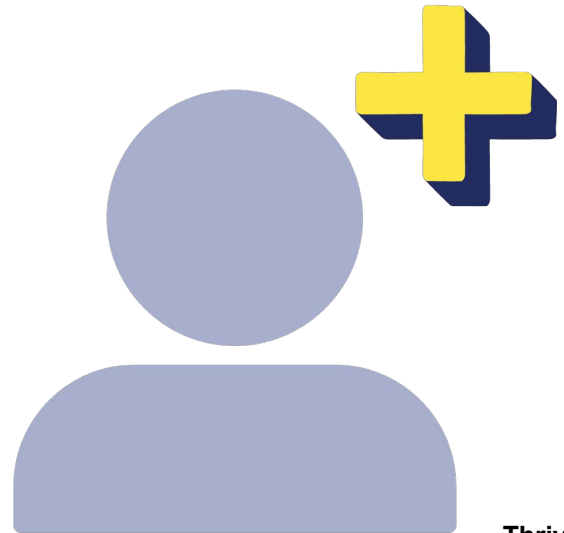
Share Something Personal About Yourself

Discussing travel plans is usually something that resonates with everyone. Let them know if you are planning to travel, and where. Ask them if they have any travel planned in the next few months (holidays/summer travels).



Mention Something Positive About

The Candidate's Background



Mention a Hot Technology They Use or Might Want to Use

Based on their LinkedIn

****NEVER****

Ask For a Resume in Your First Message



Always Include a Call to Action!

What do you want this person to do after reading your InMail? Let them know exactly what you would like them to do, i.e. email you back, call you, set up a phone interview, etc.?



InMail example

From Brianna Rooney

Company: Tinder

Subject: Swipe Left on Your New Passion

Any interest in peeking around for a new engineering manager role? Based on your profile, you seem to be a good fit for Tinder. Their user base is growing quickly, with still a rather small engineering team. Tinder has over 57 million users worldwide, and 190 countries and 40 different languages, they are now processing over 1.6 billion swipes a day, which is crazy. So there's an opportunity for you to really make a global impact, happy to answer any questions and tell you more. Let me know if you're interested either way. Any fun summer plans? I'm off to Lake Tahoe for a month and can't wait.

Cheers,
Brianna

QUESTIONS?

