

Recruiting Email Templates

Cold Outreach

Use the templates below if you are contacting candidates for the first time, either because you sourced them, they were referred, or they are part of a subscriber list. Choose from three versions: standard, referral, or short.

Standard

Subject line: *Hi [Candidate Name] — you seem like the perfect fit for [job title].*

Message:

Hi [Candidate Name],

I discovered your profile and wanted to discuss a potential career opportunity at [Company Name]. As a [job title], your skills and achievements align perfectly with our [company focus].

If you're open to new challenges and eager to make an impact, let's connect. Please share your availability, and I'll schedule a call or meeting at your convenience.

If this opportunity isn't the right fit, simply let me know, and I'll respect your decision without further contact.

I look forward to speaking with you soon!

Best,

[Your Name]

Schedule a time to chat: [contact information or scheduling link]

[Company signature]

If you wish to stop receiving further emails, please let me know or unsubscribe here [insert unsubscribe hyperlink].

Referral

Subject line: *[Employee's name] mentioned you might be the perfect fit for our [job title]*

Message:

Hi [Candidate Name],

[Employee's Name] thought highly of your skills and achievements and referred you to us for our [job title] opportunity.

At [Company Name], we value [company values]. Your expertise aligns perfectly with our requirements for [company focus]. Let's connect to discuss this opportunity further. Please share your availability, and I'll schedule a call or meeting.

If the timing isn't right or if you feel this opportunity isn't a fit, just let me know. I'll honor your decision and won't contact you further.

Hope to hear from you soon!

Best,

[Your Name]

Schedule a time to chat: [contact information or scheduling link]

[Company signature]

If you wish to stop receiving further emails, please let me know or unsubscribe here: [insert unsubscribe hyperlink].

Short

Subject line: *[Candidate Name], what are you looking for in your next job?*

Message:

Greetings *[Candidate Name]*,

Your skills in [list candidate skills or achievements] impressed me, and you may be a great fit for [job title] at [Company]. Our mission is not only to grow our company but give you the flexibility to grow and develop as well.

If this is something you're interested in, reach out to me using the contact information below. But if you're still not convinced, you can also check out our company website [insert company website hyperlink] or our complete job description [insert job application hyperlink].

Looking forward to hearing back from you!

Best,

[Your Name]

Schedule a time to chat: [contact information or scheduling link]

[Company signature]

If you wish to stop receiving further emails, please let me know or unsubscribe here [insert unsubscribe hyperlink].

Follow-up

Use this template after you have attempted to engage with the candidate once.

Subject line: *[Candidate Name], sorry we missed you!*

Message:

Hi *[Candidate Name]*,

*It seems like we missed you the other day when we sent you information on our open *[job title]* opportunity. Considering your skills in *[candidate skills or experience]*, you look like an excellent fit for the position.*

I'm following up again to see if you are still interested in the role. If so, schedule a time to chat using my contact information below. But if this isn't right for you, just let me know, and I'll stop reaching out.

*If you want to learn more about us, please check out our company website *[insert company website hyperlink]* or read the full job description *[insert job application hyperlink]*.*

Can't wait to hear back from you!

Best,

[Your Name]

*Schedule a time to chat: *[contact information or scheduling link]**

[Company signature]

*If you wish to stop receiving further emails, please let me know or unsubscribe here *[insert unsubscribe hyperlink]*.*

Rejection

If the candidate is not the right fit for the position, use the template below to let them know with empathy and professionalism.

Subject line: *Following up after your interview on [date]*

Message:

[Candidate Name],

Thank you for taking the time to apply and interview with us for the [job title]. Your skills and achievements impressed us, and we loved getting to know you better.

Unfortunately, we've selected another candidate with more experience in [list experience]. However, we are keeping your information on file in case any future openings match your qualifications. Of course, you can always request to have your information removed if you no longer wish to hear from us.

Take care, and we wish you luck in all your future endeavors.

Best,

[Your Name]

[Company signature]

Job offer

If the candidate is exactly who you are looking for, notify them using the template below.
Remember to send a formal job offer after this congratulatory message.

Subject line: *Exciting news [Candidate Name]!*

Message:

Hi [Candidate Name],

We are excited to formally offer you the job as our [job title]! We were incredibly impressed by your skills and experience in [focus area], and we think you'll make a great addition to the team!

You will receive a formal offer letter from us shortly outlining your compensation, work expectations, company benefits, and tentative start date. Please carefully review this upon receipt.

Congratulations, and we hope you are as excited as we are!

All the best,

[Your name]

[Company signature]