

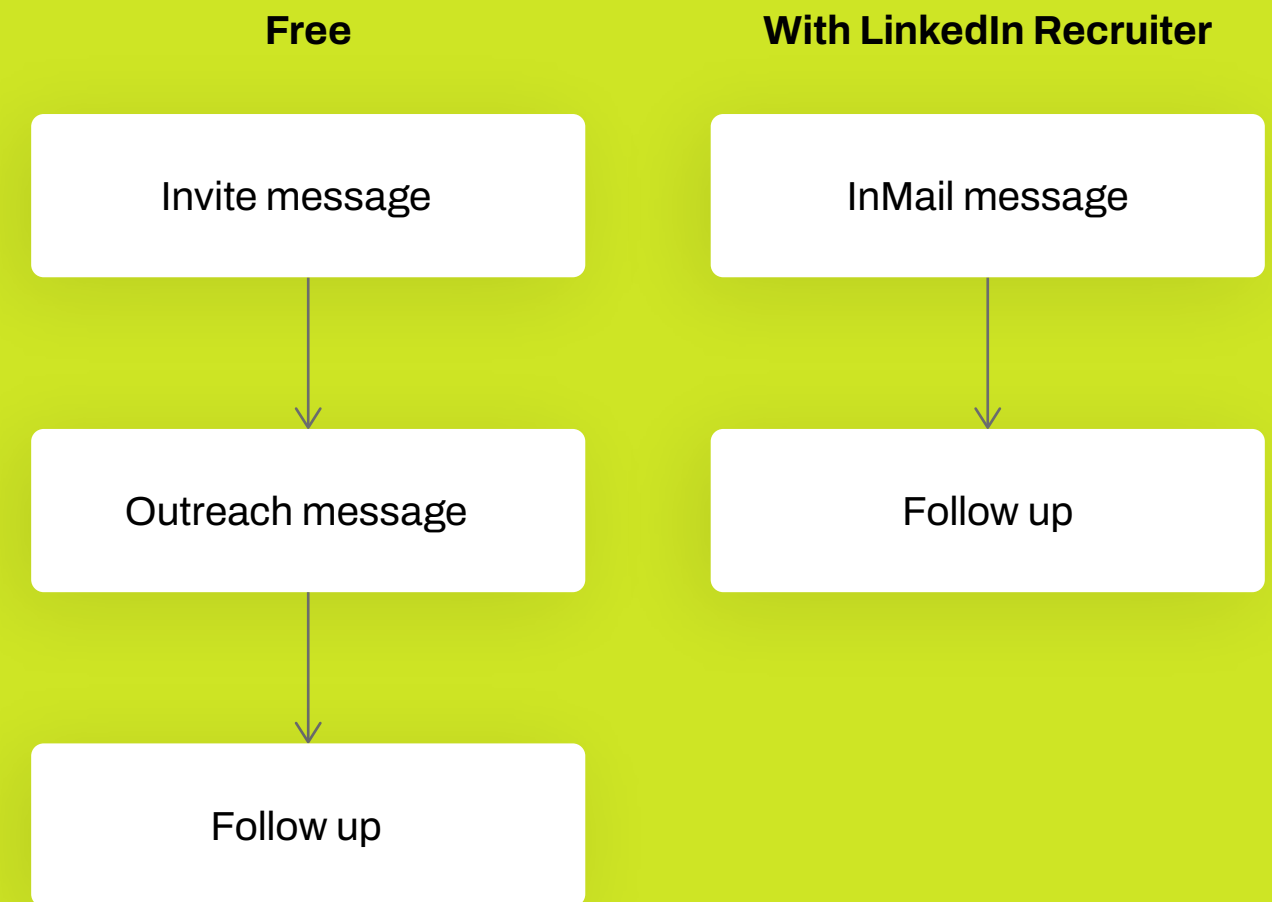
Outreach messages on LinkedIn

There are two main ways how to reach out on LinkedIn:

- 1 If you're using LinkedIn Recruiter, you can message anyone, regardless of whether or not you're connected with them.
- 2 If you're not paying for LinkedIn, you must first connect with your prospects to send them messages.

Whichever way you're reaching out, remember to:

- ✓ First, attract the attention of your prospect
- ✓ Make the message about them, not you
- ✓ Personalize
- ✓ Keep it short. Under 100 words, if possible.



LinkedIn | InMail (With Recruiter)

Back-end dev job opportunity at <CompanyName>

Hi <FirstName>,

I stumbled upon your Github profile while searching for Python back-end experts and was extremely impressed by the work you've done at <Company>. I think you'd be a great fit at <CompanyName> where you could work on exciting projects like creating seamless transaction software for the largest financial institutions in the world.

To give you an overview of the position, I have a job description that may align with your career path: <link>

Would you be interested in a quick chat to discuss the role further?

Looking forward to hearing from you,

<Signature>

1 Make the subject line clear, short, and about the prospect

2 Reference how you found the prospect and why are you reaching out.

3 Introduce the company and the role in as exciting a way as possible.

4 Provide a way to find out more about the position.

5 Present clear next steps.

LinkedIn | Invite message (Free)

Hi <FirstName>,

I saw your Github profile and was impressed by your work.
Would you be interested in working on exciting projects like
seamless transaction software for top financial institutions at
<Company>?

Let's connect!

- ← **1** Reference how you found the prospect and why are you reaching out.
- ← **2** Introduce the company and the role in as exciting a way as possible.
- ← **3** Present clear next steps.

! LinkedIn invite messages allow for only 300 characters so use this space wisely.

LinkedIn | Outreach Message

Hi <FirstName>,

Thanks for connecting! As I mentioned in my previous message, I have an exciting Python back-end developer job opportunity that matches your skillset.

At <Company>, you'd be responsible for designing robust APIs and work on projects like creating the largest mobile payment app in the U.S.

To give you an overview of the position, I have a job description that may align with your career path: <link>

Would you be interested in a quick chat to discuss the role further?

Best,

<Signature>

← 1 Thank the prospect for connecting with you.

← 2 Remind why you were reaching out.

← 3 Provide a bit more information about the role in an exciting way.

← 4 Make it easy to find the full job ad.

← 5 Present clear next steps.

LinkedIn | Follow up

Hi <FirstName>,

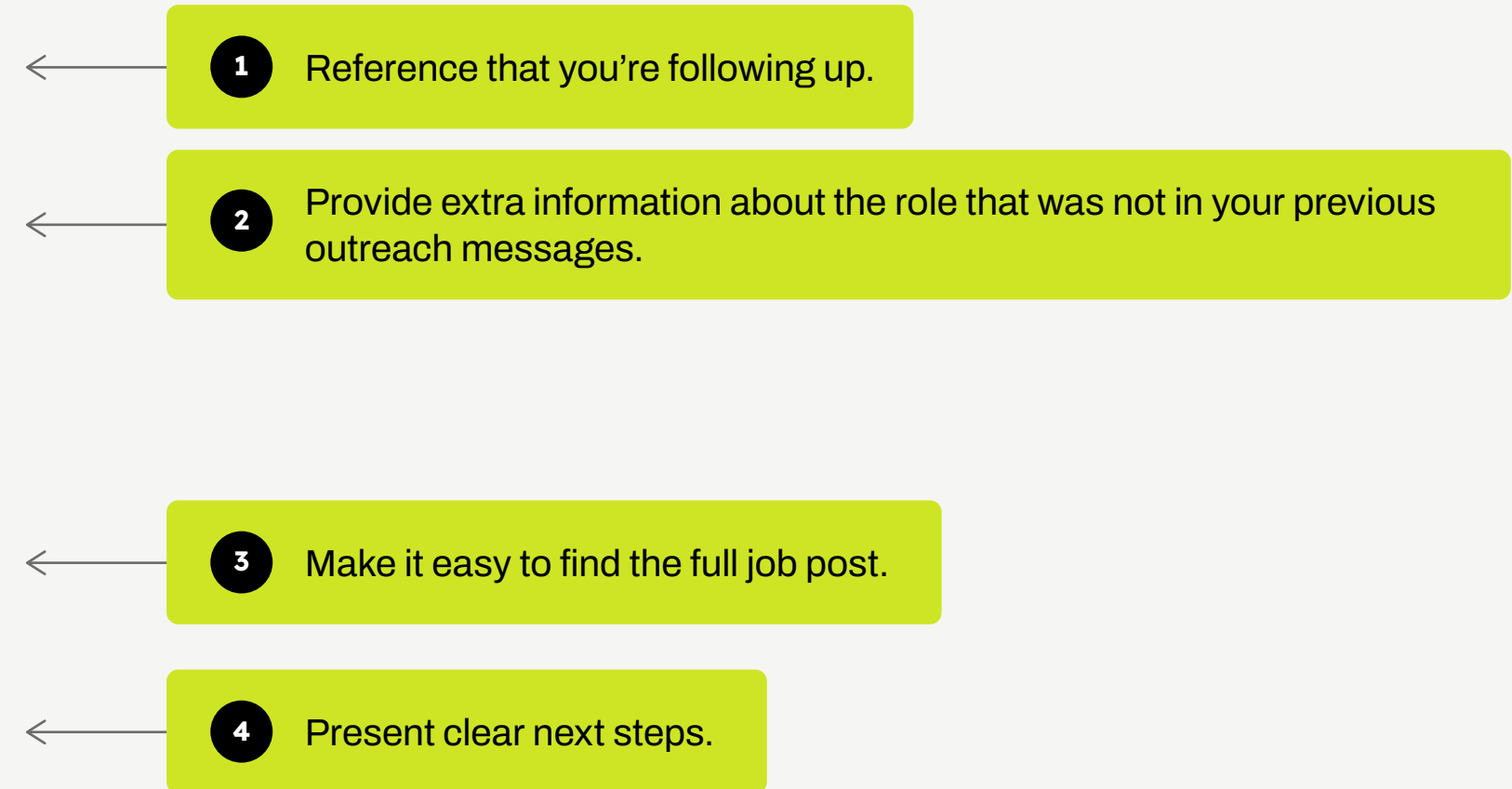
Just wanted to follow up by providing more information on the position. As a back-end developer, you'd be working with FastAPI and Django frameworks.

At <CompanyName>, we also provide clearly defined career growth opportunities. For your position, the next career milestone would be senior back-end developer, which employees with similar skill sets have made in less than two years!

Here's a link to the full job post in case you need to look over the role: <link>

If this sounds interesting to you, just let me know and we can schedule a quick call.

<YourName>

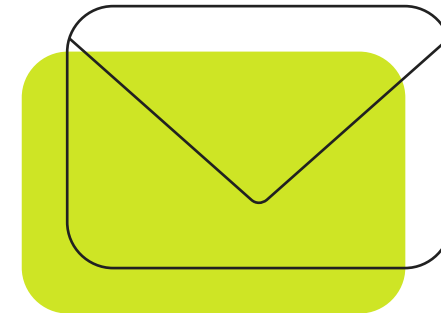


! You can apply a similar logic to each additional follow-up. Just make sure you're providing new information about the job each time.

Outreach messages on Email

The same rules for outreach messages
apply for email.

The only difference is that here you have
slightly more space to play around with.



Email | Opening message

Subject line: B2B sales executive at <CompanyName>

Hi <FirstName>,

I stumbled upon your LinkedIn profile while searching for B2B sales representatives and was extremely impressed by your experience.

I think you would be a great fit at <CompanyName> where we're currently looking to expand our sales team. We're a leading recruitment software company developing tools for sourcing tech talent primarily for customers in the U.S. In this position, you'd have a prime opportunity to grow together with the company.

To give you an overview of the position, I have a job description that may align with your career path: <link>

Would you be interested in a quick chat to discuss the role further?

Looking forward to hearing from you,

<Signature>

1 Make the subject line clear, short, and about the prospect

2 Reference how you found the prospect and why are you reaching out.

3 Introduce the company and the role in as exciting a way as possible.

4 Provide a way to find out more about the position.

5 Present clear next steps.

LinkedIn | Follow up

Hi <FirstName>,

Last week, I reached out to you about a job opportunity at <CompanyName>. Just wanted to follow up by providing more information on the role.

As a B2B sales manager, you'd be responsible for targeted outreach, relationship management and market research. You would also attend some of the largest tech events in the world.

What's more, <CompanyName> offers a market-leading monthly sales bonus program. In case you need to look over the role again, here's a link to the job post: <link>

If you would like to find out more about the position, just let me know and we can schedule a quick call when it's convenient for you.

Best,

<Signature>



1

Reference that you're following up.



2

Provide extra information about the role that was not in your previous outreach messages.



3

Make it easy to find the full job post.



4

Present clear next steps.