

Common Pitfalls to Avoid When Writing InMail



We've gathered data and heard feedback over the years about what works when crafting InMail messages - which means we've also learned a lot about what doesn't work. If you'd like to create the best candidate experience (and get a higher response rate), remember that your first InMail with a candidate is really about establishing rapport and starting a conversation. Here are some Don'ts to keep in mind when crafting your next InMail:

1. Ask for a resume in your first message

Focusing on the recruiter's needs and not the candidate is a quick way to turn off prospective talent. Acknowledge their accomplishments, learn more about their interests, then determine if they are the right mutual fit for the role before asking for a resume.

2. Ask the candidate for the names of other people they know who may be interested

This is a common mistake that recruiters make and reinforces 'it's all about me' versus the candidate. Build credibility and trust first, and you'll more likely find a welcome response of referral names.

3. Pitch a Role that's lower than the candidate's current position

Our data indicates that nearly 70% of members who started a new role in the past 12 months were either promoted or took a lateral move.

4. Reach out to people whose background and experience aren't aligned with the role

This is a sure fire way to put your InMail in the trash folder. Make the conversation about the candidate and ensure you are contacting them for a position that is aligned to their experiences.

Bonus Tips: The finishing touches on Subject Lines

When you're getting ready to send, take special care with your subject line. Aim to grab someone's attention, while still keeping your tone professional. Ask yourself: Is the subject line short and engaging? Keep in mind that as more and more emails are read on mobile, the subject line has to work even harder to get someone to open and read your message.

A few ideas for attention-grabbing subject lines:

- Say something positive about their background
- If the candidate has viewed your profile, thank them in the subject line
- Mention something you have in common with a candidate or something you noticed on their profile, like "I see you like to golf"