

6 Mistakes That Send InMails to the Trash Folder



Wondering why promising candidates ignore your InMails? If you're making any of the InMail mistakes below, you may get nothing but silence when you reach out to passive talent. Make sure your InMails steer clear of these mistakes so that your messages don't end up in the trash folder.

- Mistake 1. Going vague with the subject line**

Be specific, and encourage the reader to want to open your message to read more. You might consider asking a question, offering a word play on your brand, or mentioning something about the next step in their career.
- Mistake 2. Sending a canned message**

Do your homework and customise your message with information from their profile like a college they attended or company where they've worked. LinkedIn Recruiter suggests connections you have in common when you send a personalised InMail. Mention a common connection and boost the likelihood of a reply by 50%.
- Mistake 3. Burying the point**

Don't make InMail recipients guess what you want. Introduce yourself and tell them about the job opportunity up front, or the industry for which you're recruiting.
- Mistake 4. Writing an InMail novel**

Make the assumption that your recipients are busy, and may not have the patience for more than a few short paragraphs. Save the extra details for the second and third messages, once you have their attention.
- Mistake 5. Forgetting the call to action**

Think about what you want the member to do once they've read your message, and state it clearly, whether that's visiting a website or responding to you with dates and times they are available to connect.
- Mistake 6. Skipping the proofreading**

Typos and grammar glitches tarnish your credibility. Use spell check or ask an eagle-eyed colleague to read through your message, if you're not sure.