

The 8 Best and Worst Recruiting InMail Examples

Your guide to writing InMails that get responses

INTRODUCTION

Engagement is everything

InMail lets you contact anyone on LinkedIn, even those outside your network

When you've identified a great candidate for the job, chances are you're not alone. Quality candidates are inundated with email from recruiters. So which one is most likely to generate a response?

LinkedIn InMail is all about giving you that advantage. The premium messaging platform gives subscribers a better way to reach both passive and active job candidates. InMail is often your first contact with a prospect, and an engaging InMail message can significantly boost your candidate response rate.

[Learn more about InMail >](#)



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OPEN STRONG

Subject line do's and don'ts

You can't make your case if they don't open your InMail. Subject lines are the first impression you make and shouldn't be neglected. Subject lines need to be concise, motivating, and if possible, personal. Give your candidate a reason to read on.

💡 PRO TIP:

Keep subject lines as short as four or five words. Short works best on mobile – which is quickly becoming the norm.

THE GOOD

Good subject lines make a quick, personal connection

✓ Hello from a fellow Scuba diver

Most people list outside interests on their LinkedIn profile. By mentioning this in your subject line, you tap into a personal passion and show you've done your research – a great way to stand out from email cold calls.

✓ Want to come back to TenScope, Casey?

Like the first example, this taps into an existing relationship, which makes you less of a stranger.

THE BAD

Bad subject lines look like every other recruiters'

✗ You're probably happy at LinkedIn, but...

It's been used a thousand times, and it rarely gets read.

✗ Looking for a dynamic Director of Marketing with a broad marketing background for a great company!

Long, generic, and easily ignored.

✗ Career Opportunity with XYZ Co.

Short, but lazy, wasting valuable InMail credits.

THE UGLY

Ugly subject lines can actually hurt your employer brand

! I couldn't reach you via phone so hoping that you check InMail

You're giving off a stalker vibe. Take the hint.

! My client is interested in filling a marketing leader role immediately

Don't make your problem mine.

THE GOOD

People respond to personal connections


You gave them a reason to open the InMail. Now give them a reason to respond. Again, the best strategy is to make a personal connection. Wherever possible, show the prospect you've done your homework.

Did you know?

People who follow your company on LinkedIn are **81%** more likely to respond, and a prospect is **46%** more likely to accept an InMail if they're connected to someone who works at your company.*

Good InMail messages tell the candidate you've been paying attention

- ✓ Personalized subject line spurs engagement
- ✓ Confirms you know their qualifications for this specific job
- ✓ A quick and personal connection – you've done your homework
- ✓ Promotes the opportunity and leaves them wanting to learn more
- ✓ Asking for a referral in the right way

**Lana Zeises**
Senior Recruiter at Red Spike

InMail • Your Austin experience is needed

February 9, 8:38 AM

Hi Kevin,

I saw your profile online and immediately thought of you for a job opportunity. I'm a recruiter for Red Spike, and we're searching for a Sales Training Specialist to join our Media Sales team. This role will be responsible for the instructional design and development of training materials for the sales and account management teams, which is right in your wheelhouse.

I noticed that you used to work for Elicix in Austin, and that's the training model that Red Spike is looking to emulate. Your experience there could be really valuable, as the company is ramping up and looking for leaders. This is a great job in a good company, with lots of room for growth. You would be working out of either our Sunnyvale or San Francisco offices, with a moderate amount of travel expected.

Let me know if you'd like to discuss the opportunity further. If you're not interested but know someone who might be, I'd welcome the recommendation.

Thanks for your time and attention. Hope this works out.

Lana

THE GOOD

Flattery works

Studies show that people are more motivated to help others when they're recognized for their skills and efforts. Since you've identified a worthy candidate, let them know what makes them special.

Did you know?

According to LinkedIn research, **56%** of job seekers are more likely to respond if the hiring manager reaches out to them.*

💡 PRO TIP:

Write like you speak. Avoid corporate jargon and clichés.

Good InMail messages get specific about the candidate's qualifications

- ✓ Confides in candidate and brings them inside the organization
- ✓ Direct outreach from the hiring manager – candidate is valued
- ✓ Proves you've done your homework and flatters the candidate
- ✓ Sounds human – infuses positivity and warmth



Kat Withers-Wyatt
Senior Recruiter, Mikel Marx & Associates



InMail • "Blackhat" Needed

May 15, 8:38 AM

Hi Agnes,

I was speaking with our Sr. Security Engineer, Jeffrey Deamer, about some of the critical projects our Security team will be taking on in the next quarter and he mentioned our need for a true blackhat in the space.

Noticing your experience with Cyburner, I shared your profile with him. And he was impressed. Jeff thinks you have the just the kind of high-level security background we need at Mikel Marx & Associates.

If any of this spurs your interest, I'd welcome the chance to tell you more about the organization and some of the very cool projects we're working on. If you're up for a quick phone call, give me your number and a good time to reach you.

I look forward to the conversation.

Thanks,
Kat

THE GOOD

Less is more

LinkedIn research tells us that candidates want some details in a recruiter's first message. But they are actually less likely to respond if you tell them everything. Give them your best pitch, but leave them wanting to learn more. This is especially true when reaching out to a prospect who isn't actively searching.


Did you know?

InMail messages over 200 words tend to get lower response rates, and InMail messages less than 100 words tend to get higher response rates.*

Good InMail messages

keep it short and sweet

- ✓ Catchy subject line that targets aspirations of candidate
- ✓ Adds personal connection and shows you've done your homework
- ✓ Mentions recruiter's specific company and sets it up as growth opportunity
- ✓ Quick read: 121 words with a straightforward call to action

**Jessica K. Roberts**
Senior Recruiter at Terrallel

InMail • What's your next play after graduation?

May 15

Jeff,

I hope this note finds you well! I wanted to reach out to you after viewing your profile, especially your impressive sales skills from T-Mobix. That's where I started working after college, too. Your impending Psychology degree from Foothill College also caught my eye.

I am always looking to network with bright Sales individuals, and I would like to learn more about you and your career goals. As Terrallel continues to thrive, it never hurts to know more about people in our industry.

If you're interested in networking, please look at my LinkedIn profile and let me know of 2-3 times when you are available to talk, as well as a good number to call.

Look forward to connecting,
Jessica

THE GOOD

Put your network to work

Your current employees are a great source for recommendations – and a valuable connection when reaching out to prospects. When someone you know has insight into a candidate, use it in your InMail.

Did you know?

Referencing a former common employer in your InMail increases your chances of getting a response by **27%.***

💡 PRO TIP:

Customize each InMail to take advantage of any commonalities you share with the candidate.

Good InMail messages have someone and something in common

- ✓ Subject line is from someone they already know
- ✓ Introduces a shared connection and fear of missing out (FOMO) on a career opportunity
- ✓ Teases the details, encouraging a response
- ✓ Requests referral – and reinforces FOMO motivation



Randall Tankowski
Senior Recruiter at TenScope



InMail • Leslie Tibbs told me to contact you ...

May 15

Hi Tara,

I realize that you might not be actively planning a career move right now, yet I'm wondering ... if it came your way, would you consider an outstanding opportunity? Your former colleague Leslie Tibbs told me I should reach out to you.

You've had an impressive career! Also, it looks like you've had success supporting high-growth SAAS and mobile companies. These are key assets here at TenScope – and we're just starting to grow.

Right now, I'm looking for an SAAS Operations Leader (Assistant Director). This position is a high-level, management opportunity that offers a competitive base salary plus bonus potential. Our employees always brag about the great work-life balance here; and since you already know Leslie, you may know what I'm talking about.

Please let me know if you're interested or know of anyone who might be. Thanks in advance for your time, and I look forward to hearing from you.

Best regards,
Randall

*The Recruiter's Guide to Writing Effective InMails

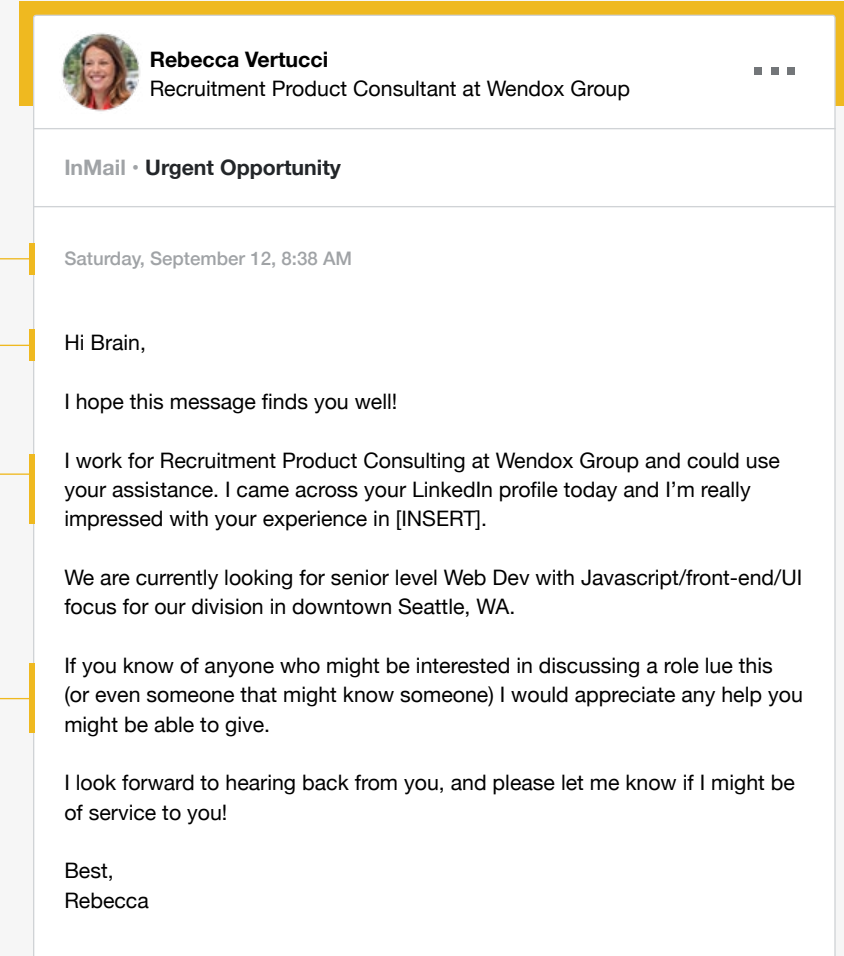
THE BAD

Sloppy InMail, missed opportunity

It should go without saying that poorly crafted InMail messages lower your response rate. But you may be surprised how often recruiters make these common mistakes. Here are a few examples pulled from regrettable real-world InMail messages. Be sure you don't repeat them.

A bad InMail message shows that the recruiter isn't paying attention

- ✗ Check your timing. Most people aren't motivated on a Saturday morning.
- ✗ Misspelled candidate's name. You're off to a bad start.
- ✗ Forgot to fill in the template. Nobody wants to be a bulk prospect.
- ✗ Ignored spell-check, poor attention to detail, weak sell.



💡 PRO TIP:

Forgetting to adjust a bulk email is a quick way to turn off promising candidates. Use your InMail message to be as personal and customized as possible.

THE BAD

Information overload

Your best candidates are busy people.

They don't have time to open and read every message. And they certainly don't have time to wade through information you should have filtered for them. Get to the point – and a clear call to action.

💡 PRO TIP:

Don't hide the hook. Get to the point in the first line or two.

A bad InMail message makes the candidate work to get through it

✗ Generic subject line with no enticement

✗ Industry jargon and business speak – no one wants to “leverage assets”

✗ Making the reader do your work

✗ Too much unnecessary information and no clear call to action

✗ Embedded links send reader off the page before you've made a case

✗ Too many requests – this is getting less simple



Harry Hewitt
Senior Recruiter at Core84



InMail • Opportunity-Core84

April 9

Dear Leanne,

I am Harry Hewitt, a Talent Recruiter.

I recently came across your profile and we are interested in speaking with you about an opportunity (Sales & Marketing Training Operations Specialist) here at Core84. You'd be asked to leverage assets and work across business units. You can find out more about how these units operate by visiting www.Core84/sales.com or www.Core84/GMS.com.

In the case you are interested in speaking to us, please send a copy of your resume, and the best number to reach you at for this conversation. Please provide a few different times/days that you are able to have a 20-30 minute phone conversation.

The company features competitive compensation, excellent benefits AND every other Friday OFF! Caltrans is one block from our office and if you prefer to drive, we have free parking. As you may know, the company is currently experiencing tremendous growth. Be sure to let us know if you would also be willing to work at or travel to one of our 12 satellite offices, listed [here](#).

Here is a link to the official job description.
<http://careers.core84.com/detail.asp?jobid=Core841865>

You might also enjoy [this article](#) about Core84 that recently appeared in The San Jose Mercury News.

Thanks and I look forward to hearing from you.

Harry

THE UGLY

You're not even trying

Recruiters and hiring managers are busy, too. But when they toss off an email without much thought, it sends the wrong message. Why would you respond to a company that doesn't take you seriously?

Did you know?

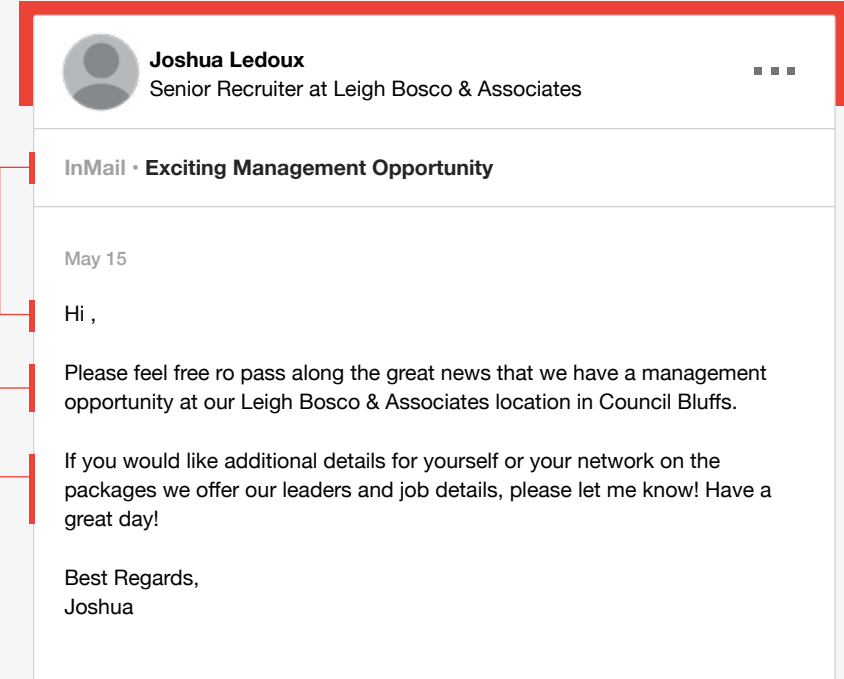
Bulk sends rarely perform. You're **30%** more likely to get a response by sending a single InMail.*

💡 PRO TIP:

Show you care. A little LinkedIn research will give you enough information to create a more personal message.

An ugly InMail flags a company as one you DON'T want to work for

- ❗ Generic subject line, missing contact name, no sender image, misspellings – easily mistaken for spam
- ❗ Asking prospect to do your job
- ❗ Better as a status update than an InMail



*The Recruiter's Guide to Writing Effective InMails

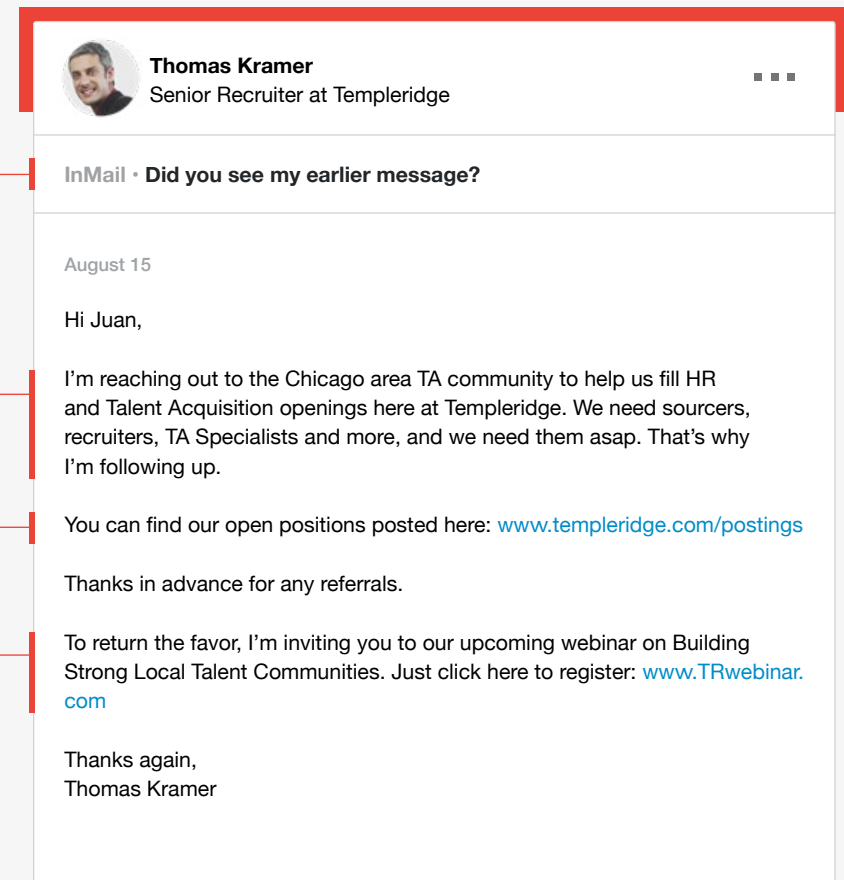
THE UGLY

Whose job is it anyway?

From the subject line on, this next message is about the sender, not the recipient. It asks someone else to do the heavy lifting and makes you question the recruiter's agenda. If you are requesting a personal favor, give your InMail a personal touch.

An ugly InMail gives candidates no good reason to respond

- ! Subject line is needlessly aggressive
- ! Casts a wide net, offers no specifics, and expects recipient to do the work
- ! Presumes relationship, but offers no personal information
- ! Soliciting for webinar casts doubt on the recruiter's motives



💡 PRO TIP:

Sell yourself first. Before you hit send, read your InMail message as if you were the recipient. Would you open, read, and respond?

CHECKLIST

InMail best practices

Here are a few rules of thumb that go into every good InMail message, designed to make the recipient open it up, take notice, and respond.

“

My team receives higher than average response rates on InMails because we send personalized InMails by first reviewing all the professional information a prospect has shared on LinkedIn and then focusing on finding the common connections to our business.

– **Suzanne Myers**
Senior Director at Trinity Industries, Inc.

The “before you hit send” checklist

- ☐ **Don’t give too much information, but make sure to give enough.**
According to LinkedIn research, candidates want job details, salary range, and a company overview in a recruiter’s first message.
- ☐ **Show that you’ve done your research by making it personal.**
Find something in common with each candidate and use that in your message: interests, hobbies, LinkedIn Groups, employers, etc.
- ☐ **Time your sends to when they will be acted upon.**
Between 9 am. and 10 am. on a weekday often receives higher response rates.*
- ☐ **Keep subject lines short, catchy, specific, and enticing.**
Yes, that’s a lot to do in four or five words. That’s why we provide these [examples](#).

HOW TO GET THERE

Increase response rates with personal insights

LinkedIn Recruiter lets you customize InMail messages with valuable personal insights. With just a few clicks, you'll be able to see if you share connections, LinkedIn Groups, former employers, and companies you follow in common. The personal touch is proven to increase response rates.

- You can use the Relationship filter to target 2nd-degree connections, ensuring you have people in common
- You can use the My Groups filter to find people who are members of the same groups you've joined
- You can use the Company Followers filter to find the companies they admire

Personalize your InMail

Mentioning what you have in common can boost your response rate.

 Connections in common



Justin Pickett

Recruiting & Creative Services



Nancy Trigg

Project Manager



Aleta Middleton

Talent Professional • Creative



Bernard Belanger

Recruiter

HOW TO GET THERE

See which messages are working hardest

Use the InMail Analytics feature in LinkedIn Recruiter to see what messages work best and which type of candidates are most likely to respond. At a glance you can see:

- **Your current response rate and performance over time**
- **Which candidates respond the most, based on time in role, schools, companies, and more**
- **How your response rate compares to industry benchmarks**
- **Which InMail templates get the most responses**
- **Your entire team's performance**

InMail Analytics can help you make every InMail message work harder – and inspire more responses from quality candidates. Win, win.

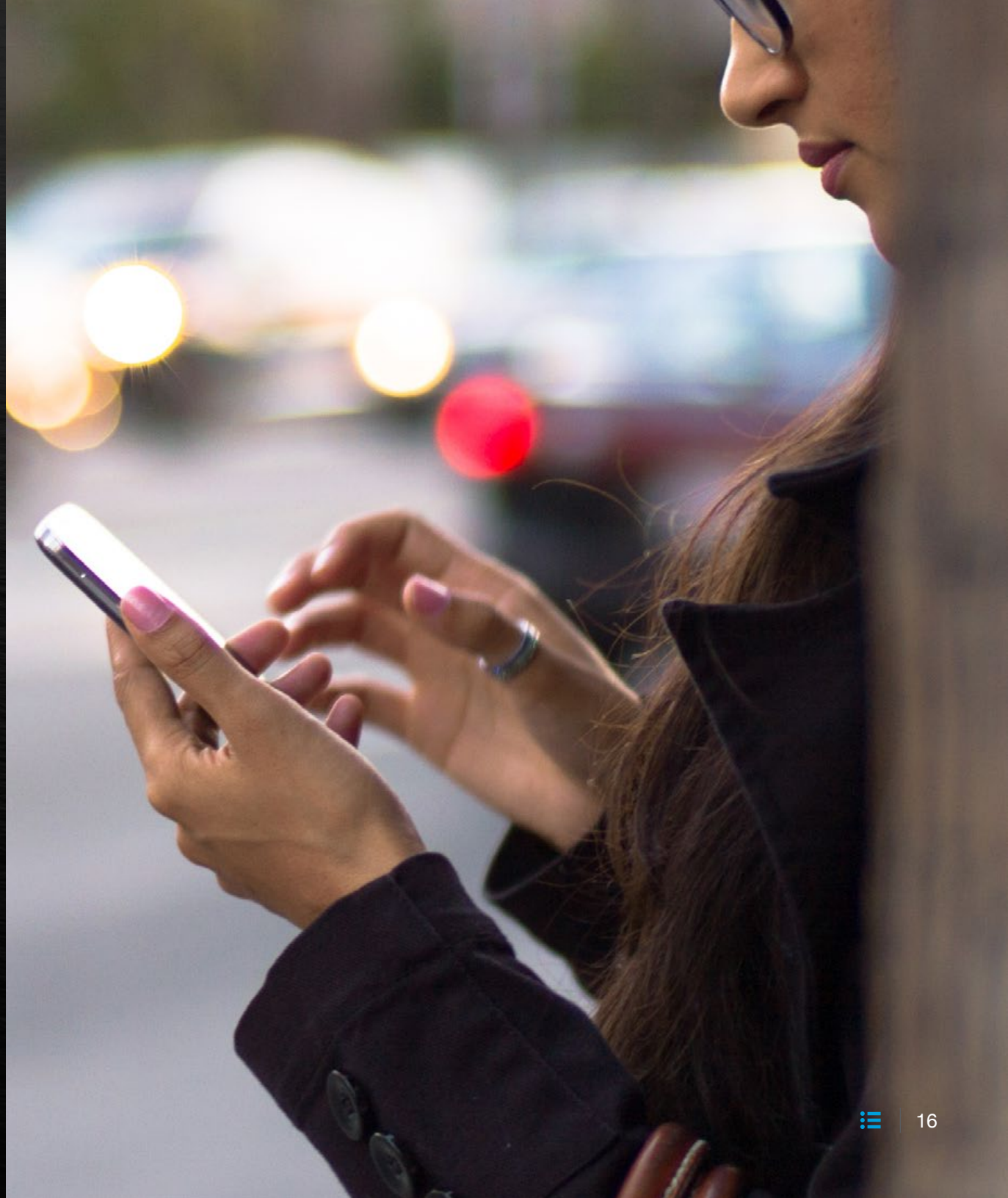


CONCLUSION

Bottom line? Good is better.

The facts are simple: the average InMail response rate over 30 days has hit an all-time high – **improving by a whopping 25%** over the last year.*

It's an incredibly powerful tool if you're using it right. That's simple, too. Use the tips and templates in this guide to reach today's most sought-after talent.



LinkedIn[®] Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 500+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.