

9 golden rules of InMail

- 1 Review profile.** Let the recipient know what on their profile caught your eye. Personalization is flattering.
- 2 Grab attention.** Mention mutual connections. LinkedIn suggests them for you.
- 3 Show you are selective.** Highlight what makes them appealing. Compliment them sincerely.
- 4 Be conversational and brief.** Write as if you were speaking. Don't just paste the job description.
- 5 Listen well.** Ask about goals and interest level in new opportunities.
- 6 Focus on goals.** Think beyond the job and frame your message around what's in it for them.
- 7 Leverage content.** Consider including useful information, such as a relevant whitepaper.
- 8 Be patient.** Don't hound. Use status updates to stay visible while you wait for responses.
- 9 Include a call to action.** Ask to continue the dialogue, not necessarily to apply right away.

A quick look: InMail vs. email

When it comes time to start a conversation with a star candidate, take a look at how InMail and email compare.

	InMail	Email
Instant message-style conversations that make it easy to build candidate relationships	✓	✗
Readily-available candidate information, including profile details and recruiting activity, helping you keep the conversation personalized	✓	✗
Templates and analytics that help you work smarter and save time.	✓	✗