

# 5 Cold Email Template to Reach Out to Passive Candidates

## The 'Quick Intro' Template

Subject: Quick Intro - [Your Company] & [Candidate's Skill]

Hi [Candidate Name],

I'm [Your Name] from [Your Company]. We're doing some cool things in [Industry/Area] and your background in [Candidate's Skill] caught my eye.

Would you be open to a quick chat about potential opportunities?

Best, [Your Name] [Your Title] [Your Company] [Your Contact Information]

## The 'Personalized Compliment' Template

Subject: Noticed your work on [Project Name] - Impressive!

Hi [Candidate Name],

I'm [Your Name] from [Your Company], and I came across your work on [Project Name/Achievement]. I was particularly impressed with [Specific aspect of their work - e.g., the innovative approach to X, the clear and concise design, the impact on Y].

At [Your Company], we're working on [Briefly mention a relevant project or company goal]. Given your skills in [Mention 1-2 relevant skills], I thought you might find it interesting.

Would you be open to a quick chat about your career goals and how they might align with what we're building here?

Best regards, [Your Name] [Your Title] [Your Company] [Your Contact Information]

## The 'Opportunity Teaser' Template

Subject: Quick Question about [Candidate's Area of Expertise]

Hi [Candidate Name],

I came across your profile and was impressed with your experience in [Specific Skill/Area].

My team and I are working on something pretty cool in the [Industry] space, and your background seems like it could be a great fit. Think [Brief, Intriguing Project Description - 1 sentence max].

I don't want to take up too much of your time, but I was curious if you might be open to a quick chat to explore potential opportunities?

No pressure at all — just exploring possibilities!

Best,

[Your Name] [Your Title] Adaface [Your Contact Information]

## The 'Referral Request' Template

Subject: Quick Question: Do You Know Someone Who Might Be a Fit?

Hi [Candidate's Name],

I hope this message finds you well. I'm [Your Name], a recruiter at [Your Company]. I came across your profile and was impressed by your experience in [Industry/Field]. While you may not be looking for new opportunities right now, I wanted to reach out to see if you might know someone who is.

We're currently looking for a [Job Title] to join our team at [Company]. The role involves [brief description of the role], and we're seeking someone with [key skills or experience].

If you know anyone who might be interested, I'd love to connect with them. Feel free to forward this email or share their contact details, and I can reach out directly.

Thank you for your time and help!

Best regards,

[Your Full Name]

[Your Position]

[Your Company]

[Your Contact Information]

## The 'Direct & Informative' Template

Subject: Exciting Opportunity with [Company Name] - [Job Title] Role

Hi [Candidate's Name],

I hope this message finds you well. My name is [Your Name], and I'm reaching out from [Company Name] regarding an exciting opportunity that I believe aligns with your impressive background and skills.

We're currently looking for a [Job Title] to join our team. From what I've seen of your experience in [Relevant Field/Skill], I think you'd be a great fit for this role. At [Company Name], we value [Company Values or Culture], and I believe you'd thrive here.

Here are a few highlights of the role:

- **Position:** [Job Title]
- **Location:** [Location/Remote]
- **Key Responsibilities:** [Briefly list key responsibilities]

If this sounds interesting, I'd love to share more details and discuss how you can contribute to our team. Are you available for a quick chat this week?

Looking forward to hearing from you.

Best regards,

[Your Name]

[Your Position]