

# 1 Email Template to Re-Engage Previous Applicants for a New Role

## The 'Personalized Touch' Template

Subject: Exciting Opportunity at [Company Name] - Remember Our Chat About [Previous Project/Skill]?

Hi [Candidate Name],

I hope this email finds you well.

I'm reaching out from [Company Name]. You might remember applying for the [Previous Role] position back in [Month, Year]. I specifically recall our conversation about [Mention something specific and positive from their previous application/interview, e.g., their experience with Python, their passion for user experience, a project they discussed].

We have a new opening for a [New Role] that I think might be a great fit for your skills and experience. Based on what I learned about you previously, particularly your [Mention the relevant skill/experience again], I wanted to bring it to your attention.

You can find the job description here: [Link to Job Description]

If you're interested in learning more, please feel free to apply through the link above or reply to this email, and we can schedule a quick chat.

Thanks, and I look forward to hearing from you!

Best regards,