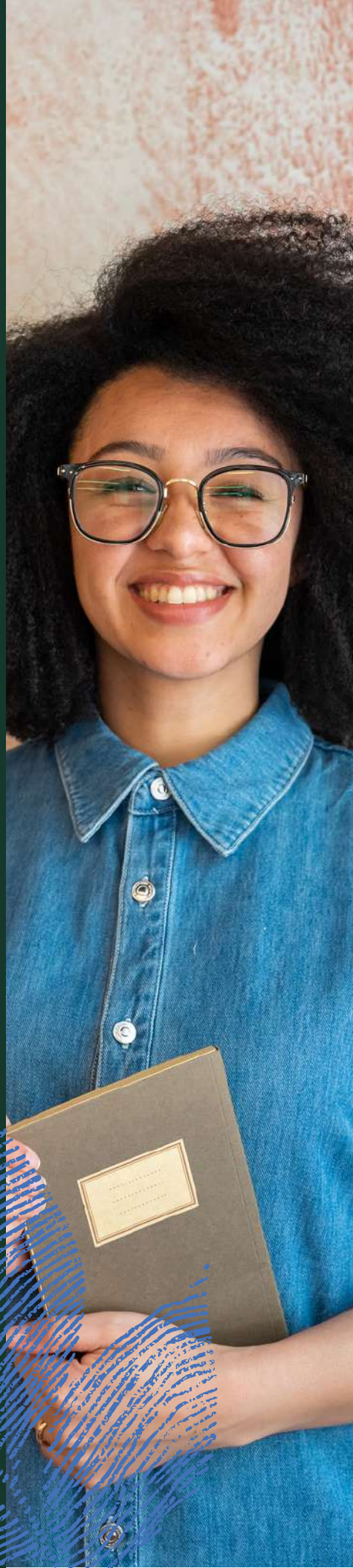
eBook

Outbound sourcing: Best practices for talent leaders

greenhouse



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Introduction

When candidates first reach out to your company, either to apply for a specific role or for a general inquiry, they're likely already aware of who and what your business represents. Maybe they heard from peers that your company provides flexible work options, has a strong culture of collaboration or honors their commitment to DE&I. Perhaps your company has a mission statement that inspires and resonates with them, or builds a product that can make a positive impact on communities the prospective candidates support. No matter their motivation, engaging with inbound messages from active job seekers requires a different approach than **outbound sourcing**.

Outbound sourcing has a key role to play when it comes to sourcing passive talent – individuals who may not actively be considering a new role (yet) – by proactively attracting prospective talent through targeted and personalized outreach.

Engaging passive talent through outbound sourcing is an important component of any recruitment team's overall sourcing strategy. In today's competitive talent market, you may be looking for new and effective ways to design and structure outreach to find, reach and engage with prospective candidates. That's why we've gathered several tips, tricks and templates to help you design the optimal outbound sourcing strategy for your business.

We'll first cover how to create effective sourcing content, focusing on email outreach. Then we'll cover how to design outreach campaigns to maximize results, plus what to watch out for when getting started with your outbound sourcing.

Chapter 1

Creating effective sourcing emails

Creating effective sourcing emails

When crafting your outbound sourcing strategy, email is a reliable, familiar and effective way to engage with prospective candidates. Most of them will be sifting through dozens of emails every day and can tell the difference between a high-quality, personalized message and spam email. With this in mind, let's focus on how to make compelling sourcing emails, from the subject line down to the signature.

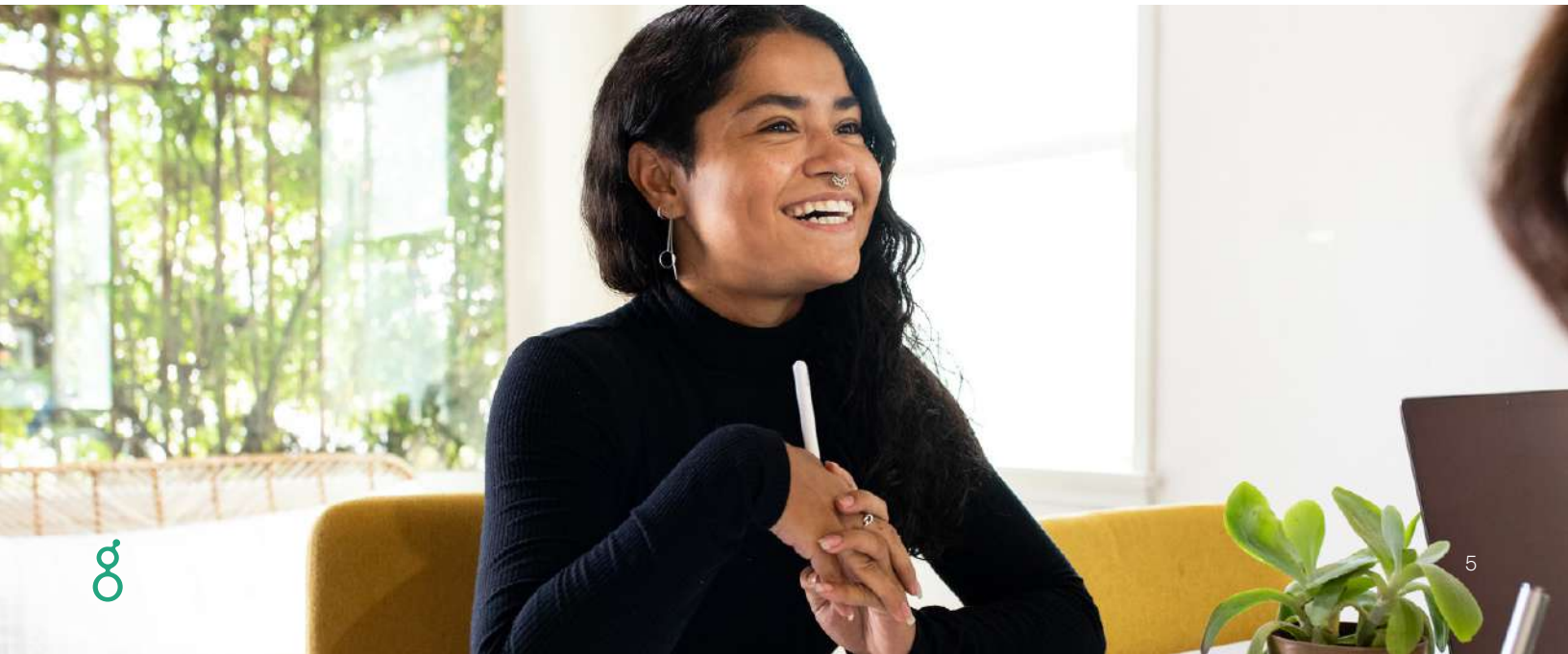
Subject lines

In email outreach campaigns, the importance of your subject line in making a great first impression can't be overstated. To create a strong subject line that can optimize your email open rate, here are some best practices to follow:

1 **Keep the subject line short and concise**

Your character limit should be 30 or less to ensure your subject line doesn't get cut off. This is especially likely on mobile devices, so keep it short and sweet to optimize the limited space.

If you include a call to action (CTA), such as asking to book time for a phone call, add it at the beginning of your subject line to emphasize its importance.



2 Describe goals and growth opportunities

To find out which subject lines perform best, test them out. Even when a subject line performs well with some prospects, it doesn't necessarily mean it will work for everyone. Different email campaigns have different goals, so depending on what you're trying to accomplish, you'll probably see different results.

Here are a few subject lines that we've seen success with:

Subject: [First name], about your LinkedIn post (or comment)

Subject: [Their company] to [Your company]?

Subject: [Department] opportunity @ [Your company] – let's chat?

Subject: Remote [Job title], [Your company]

Subject: Congrats [First name]

3 Mention a location

Specifying a location in the subject line lets the prospect know where the opportunity is based. This can boost open rates, especially if the job opening is within the same area as the prospect, or it's a remote opportunity with more flexibility.

To evaluate the performance and success of your subject lines, you'll want to look at the open rates. A good open rate baseline for recruiting emails is 50% or higher.

Once you have a solid subject line, the next step is focusing on how to craft email copy that will engage the prospect in the body of the email. Let's go over how to do that, starting with personalization.

Personalization

To make sure your prospects truly believe you think they'd be a great candidate and that you designed your email with them in mind, you need to personalize your outreach. This process extends to both how you tailor the email content to represent your own voice or company brand and how you make the content relevant to the goals of your outreach.

Establish your company's talent brand

You can establish your company's culture and values through your email greetings and opening lines. How you start your emails gives the recipient an immediate idea of how you communicate and your company's personality, values and goals.

While it may seem subtle, the very beginning of an email can be effective in communicating your talent brand. When prospects read your greeting and opening line, they're already developing a sense of who you are, what you represent and what your intentions are – so use this opportunity to create a positive impression. Consider using friendly, familiar greetings for your email outreach, like Hi/Hey/Hello there [first name].

Refer to your prospects by their preferred names

If you notice there's a name the prospect prefers or uses on their LinkedIn profile, include it in your outreach. For instance, if a prospect's name is Christopher but they use and are referred to as Chris, you can use it as a more personal way to address them.

Highlight a shared interest or other commonality

If you don't have a direct connection with a prospect, try to build a rapport by mentioning commonalities such as mutual LinkedIn connections or something about your company's shared goals and mission they share. For example, the prospective candidate's LinkedIn profile or portfolio might include goals or initiatives that your company promotes, such as support for flexible working hours or a passion for internal career development programs.

If the prospect was referred to you, mentioning the referral's name in the subject line gives you a built-in mutual connection and is known to improve their responsiveness.

Acknowledge the prospect's achievements

Look for accomplishments, experiences or skills you identified on their LinkedIn profile or website and acknowledge them. This shows you took the time to thoroughly research their experiences and they'll appreciate your effort.

Be sure to include how you discovered the prospect (through LinkedIn, a referral, etc.) in your initial outreach and what prompted you to reach out to them, especially if there's anything that stood out about their background that aligns with the role you're hiring for.

Use a P.S. or your email signature strategically

If you have limited space to communicate your core message, a simple way to add value without taking up much space is by adding information in a P.S. or email signature. Here are some common scenarios where this approach works best:

To add personalization

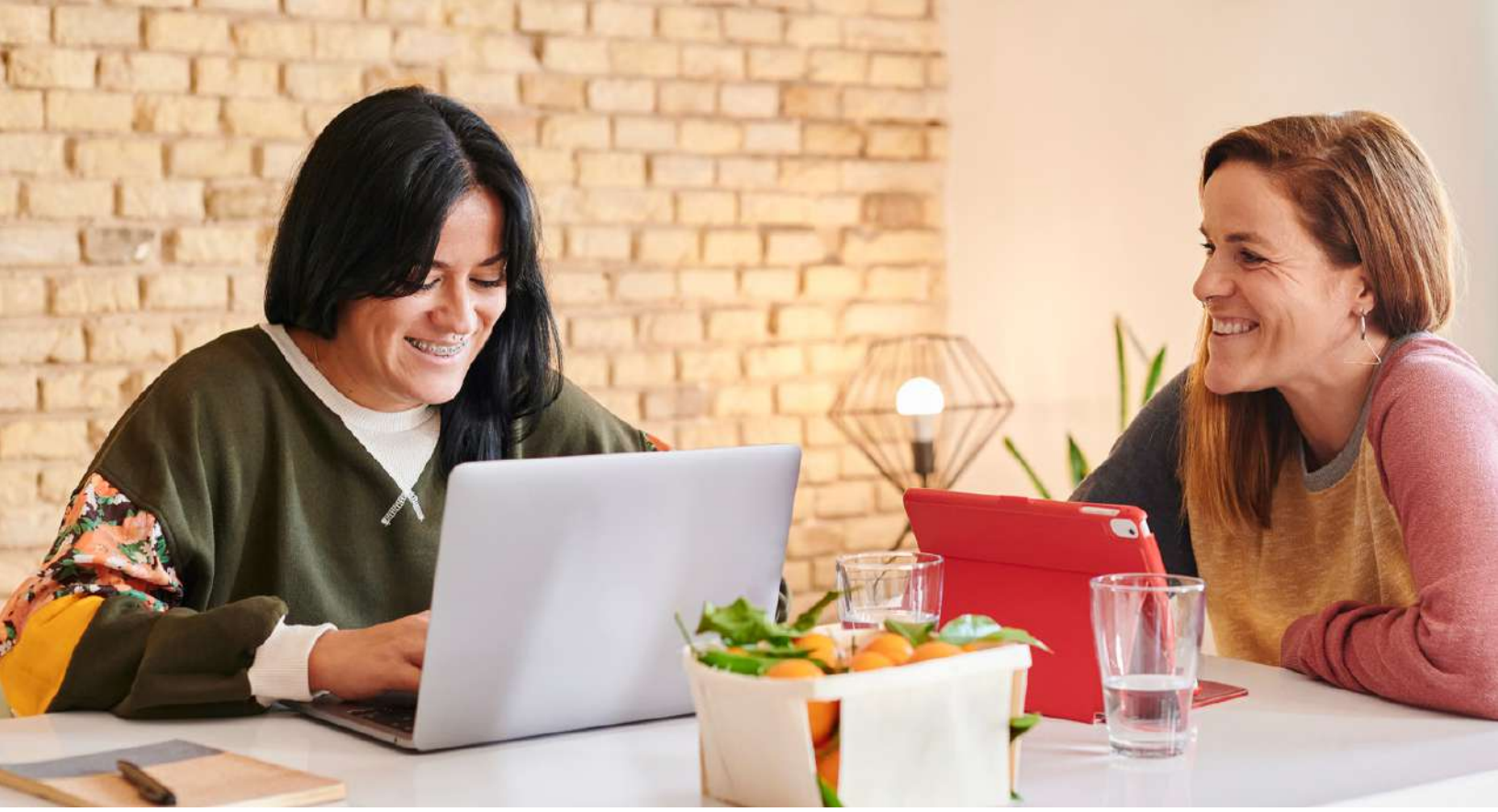
If you want to add a small personal touch that doesn't take away from the core message, you can include a quick note about a commonality you noticed or anything relevant you found while doing research on them.

To provide additional value

Another way to use a P.S. is to provide value by linking to an insightful article, relevant webinar recording or any other resource that would make your outreach email more impactful and communicate why the prospect should consider your company.

To promote your company

You can include a P.S. in your email that highlights a key component of your business or service, such as funding, leadership or awards, to pique the prospect's interest and curiosity.



Taking the time to personalize messages ultimately generates better results. When you have a smaller, targeted list of prospects, it's often worthwhile to invest more time to thoughtfully craft messages that will resonate with them.

We researched the value of different emails sent through Interseller and saw a noticeable difference in reply rates between emails with no custom and individually personalized emails:

11%

Emails without any personalization had an 11% reply rate

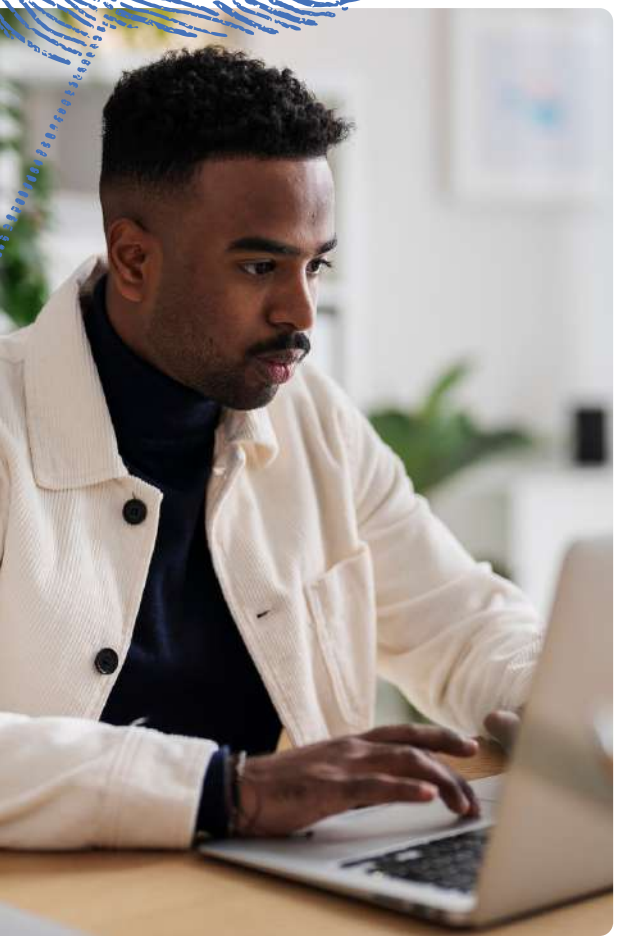
34%

Emails that were personalized for each contact had a drastically increased reply rate of 34%

Templates

Now that you have a handle on how to structure your subject lines and emails, the most efficient way to scale your outreach is to create a series of templates that can be used and adapted to the specific job you're sourcing for.

Building templates gives you a toolkit of emails that you can use to design multi-step outreach campaigns, which we'll cover in more detail later.



Benefits of using templates

Here are a few key reasons why creating a library of templates is a valuable strategy for outbound sourcing.

Create building blocks

You can create "building block" templates with space for specific phrases that you can change for each campaign to refresh the content. This practice makes the email slightly different each time so it doesn't negatively impact your email deliverability. Your key phrases can even be entire sentences. A good place to search for appropriate blocks is in the prospective candidate's LinkedIn posts and comments.

Save time

Creating templates saves you hours of precious time in the long run, especially when you need reiterations of existing templates for different outreach campaigns. By taking a bit of time up front to create a template library, you'll have a ready-made toolkit for your future campaigns.

Nurture prospects through storytelling

Using templates can help you craft a thoughtful story and engage prospects at scale. Including a storytelling element in your outreach strategy adds a personal touch that can resonate with them.

Components of a solid template

Each template you create should have key components, which you can personalize as appropriate.

A strong subject line

As detailed above, your subject line is an opportunity to make a great first impression. The subject line should be eye-catching to reduce the chances of your email going straight to the trash or spam folder, negatively impacting both your open rate and email reputation.

Personalization

Including the personalization elements we mentioned earlier is key to crafting an engaging email template, especially if the goal is to entice prospects to learn more about an open role.

Succinct messaging

Succinct messaging is a must when it comes to effective templates since most prospects don't want to read lengthy emails. Writing emails that are clear and concise shows consideration for their time and builds your credibility. To help keep your messages short, choose one main topic so there's a clear focal point. Remove any information or filler words that aren't relevant or necessary to keep your message as succinct as possible.

A clear CTA

Every template should have a clear CTA that informs the prospect of the next step they should take. Ultimately, the goal of your email should be to entice the prospect to connect with you to learn more about the role. Here are some example CTAs to consider for your template:

- I'd love to connect and discuss this opportunity further. What's the best way for us to connect?
- If you're interested in learning more about the role, feel free to book time on my calendar with this link [insert scheduling link].
- I'd love to chat with you about the role. Can we set up a time next week?

Different types of templates

Now that you know more about the benefits and best practices of creating templates, there are a few types you can consider building for your toolkit.

The introductory email

The introductory email is the first touchpoint you'll make with the prospect and sets the tone for the rest of your multi-step outreach campaign. Here are some key elements to include in your initial email:

- Share a quick introduction about yourself and your company. You can include something like "My name is [your first name] – I'm part of the [your team name (talent, recruiting, etc.)] team at [your company]."
- Mention how you found the prospect, through LinkedIn, a referral, or any other sourcing method.
- Since this is your first interaction with the prospect, your email should focus on why you're reaching out to them. This is where you can highlight relevant and key information about the open role (a high-level overview) and your company.

The follow-up email

Follow-up emails should provide incremental value to prospects. Use these emails to offer additional context that you think would benefit the prospect, such as outlining specific responsibilities of the role or sharing a resource where they can learn more, like your company blog.

The nurture/re-engagement email

In your follow-up emails, your goal is to keep the prospect engaged and nurtured to make it more likely they'll consider your outreach to be genuine and targeted to them. Nurture or re-engagement emails typically share timely information about new opportunities or additional company information intended to start conversations and keep prospects interested. These emails usually provide relevant and enticing information to influence them to join your company, including details about the role, company benefits and company culture.

The breakup email

The breakup email is the last email step in your outreach campaign, where you let the prospect know that this is your last attempt at contacting them. The timing might be off for them to explore other opportunities, so be sure to let them know they can get in touch with you in the future if anything changes. Keep the tone positive – you never know when the prospect could reconnect with you down the road.

A general guideline to follow is to update your templates on a quarterly basis or when you've reached out to 500 prospects, whichever comes first. This way your email copy is consistently refreshed.

If your templates aren't updated frequently, it can negatively impact your deliverability and prevent your emails from landing in your prospect's inbox.

Want more sourcing template guidance? We've included some example templates to help you get started in the appendix at the end of this eBook.

Chapter 2

Engaging talent prospects

Engaging talent prospects

In most cases, you need to email prospects several times to persuade them that they're truly a good candidate for your open role. This is why having a library of templates you can adapt for your outreach makes it easier and faster to create campaigns.

A multi-step email campaign allows you to tell the story you want while making the content you send personalized and relevant. Here's some helpful guidance on intervals for your outreach and how to nurture and engage your prospects throughout the process.

Campaigns

Finding great talent that meet all the requirements for your role can be challenging for recruiters. That's why, as a recruiter, it's imperative that your email outreach campaigns are well structured and personalized. Think about it this way: you're not the only one sending emails to great prospects, so what will make them respond to you? What defining factor about the company or job will convince them to read the entire email?

To ensure that your emails stand out, it's important to be thoughtful in your approach to get them interested in opening them and learning more. Here are some ideas on how to get the most out of your email outreach campaigns.

Define your objectives and KPIs

As you create your outreach campaigns, consdier these key items:

- Why are you reaching out?
- What goals or outcomes do you want to achieve?
- Is this the first time you're reaching out?
- Is this a follow-up to previous emails?

Outlining the objectives and KPIs (key performance indicators) of your outreach campaign can help guide you in the right direction when crafting your emails.

Email performance

- Increasing your open rate
- Increasing your click-through rate
- Increasing your reply rate

Sourcing and hiring performance

- Interest rate (meetings scheduled, etc.)
- Increasing % of prospects that convert to candidates
- Sourced candidates that advance to a certain interview stage (phone screen, final round, etc.)

Getting clear about what you're trying to accomplish will help you evaluate how successful your approach is and what may need to change as you continue sourcing.

Create segmented email lists

A crucial step to ensure that you're reaching out to the right people and understanding your prospects better is creating segmented email lists. To create your lists, start by properly vetting prospects and then segment them by job role, skillset or any other criteria on different lists.

You can manually segment prospects by building lists with prospects' names, LinkedIn profiles, resumes and other relevant criteria. Leveraging your organization's Talent CRM can also be beneficial, as most CRMs, including the Greenhouse CRM, provide the ability to create talent or prospect pools you can use to organize your lists.

Use email templates and add personalization

While email templates can save you an enormous amount of time, that doesn't mean you should use a generic template without adding elements of personalization when designing your campaigns.

We reviewed some personalization elements earlier in this guide, and here are some additional tips to follow as you tailor your email templates for each campaign:

- Discuss what kind of templates others on your team are using to get ideas and inspiration – you might find some that align closely with your objectives
- Make your template distinct from the original by tweaking elements like the subject line, opening and email body
- Test out which templates are most effective by performing an A/B test with two variations of each template

Determine the email campaign timeline and email schedule frequency

Establishing a timeline for your email campaign and the frequency of your email schedule can help you stay on track and achieve the campaign's objectives.

If you're not sure how to determine the duration and frequency of your campaign, you can use these tips to get started:

- Leverage existing data from past campaigns to make an educated guess on how long your email campaign should run. It helps to identify the average number of email steps in those sequences and how often you're emailing prospects.
- You can also experiment by adjusting the timeline and frequency to see how many touchpoints it takes to generate an open, click or reply from prospects. Tools like Sourcing Automation from Greenhouse allows teams to design personalized campaigns on different schedules, tailored to the needs of the role.

Track your campaign's progress and results

To ensure it stays on track, periodically check on your sourcing campaign to see if it's making progress toward the goals. This will give you an idea of whether you need to make any adjustments to generate better results, such as adding/removing email steps or extending/reducing the number of days between emails.

Ultimately, the best way to achieve success is by testing your approach and seeing what resonates with prospective candidates. By trying out different approaches, you can gather data on what's performing well and learn how to keep improving to achieve success.

Frequency

Most outbound sourcing campaigns require a series of emails in order to get a response. It's important to reach out and engage with prospects in a timely manner so you can start building a solid pipeline and reduce the time it takes to fill open roles.

The frequency of your outreach can mean the difference between keeping prospects engaged and losing momentum. But there's a fine line between engagement and pestering. With this in mind, we have a few ideas for how to structure the frequency of your outreach sequences.

An effective recruiting outreach campaign should include three or four emails since it shows persistence in your efforts. If you only send one or two emails, they can easily be overlooked and get lost in a prospect's inbox. If you send more than four, you run the risk of annoying them.

For roles that need to be filled quickly, your email campaigns should run for two weeks for each prospect, with a few buffer days between each sent email. This should be enough time to engage with prospects and add them to your pipeline. You might set up the email schedule for each step in your campaign like this:

- Email 1
- Email 2, two days after Email 1
- Email 3, three days after Email 2
- Email 4, five days after Email 3

Knowing when to email prospects can help optimize your open and reply rates.

- The morning is the best time to send emails because most people check their emails at the start of their day. Aim to send your emails between 6 and 8 am – in their time zone.
- Try to keep your email frequency down to two times a week. Sending too many emails in a short time may cause the prospect to view your emails as spam.
- Send your emails on Tuesdays or Wednesdays as, according to our research, open rates tend to be highest on those days.

Nurturing prospects

Prospects you want to nurture can be bucketed into two groups: prospects for immediate job openings and prospects for your talent pool or evergreen job openings.

Immediate job openings

If you're recruiting prospects for a job opening that needs to be filled quickly, you need to capture their attention in a short amount of time. It's best to keep the duration of these campaigns shorter because of the more pressing timeline and to reach out to prospects and engage with them early on in the process.

Evergreen job openings

If you're recruiting prospects for your talent pool or for evergreen job openings (consistently hiring customer success managers, for instance), your efforts to nurture prospects should be happening on an ongoing basis. Sending one email every two weeks to a month should be sufficient to keep sharing more insight on what it's like to work at your company, specific details about the roles you're hiring for and any other relevant information worth sharing with the prospect.

Chapter 3

What to watch out for when sourcing

What to watch out for when sourcing

A successful outbound sourcing strategy must ensure that outreach to prospects is not only personalized and relevant to the job opportunity, but also reach their inbox.

When you are thinking through how to structure your outreach, it's important to design your email communication in a way that avoids spam folders and makes it likely the prospect will open, read and respond to your email. This section will cover some of the things you should watch out for as you're designing your effective sourcing outreach.

Avoiding spam

Let's start with how to avoid a prospect's spam email folder. It can be frustrating when your email outreach doesn't seem to connect with the target audience. Low open rates could mean that your emails are going to the spam folder. Here are a few techniques you can use to avoid spam and reach more boxes.

Build your email outreach list

Build an organic list of targeted emails to avoid having your email marked as spam. This is the most effective and rewarding way to connect with the right prospects. Avoid shortcuts such as buying, renting or using a shared email list since these are quick ways to get your emails marked as spam.

Hyperlinks

While links in emails can help direct your contacts to pages you want them to visit, too many can trigger spam filters in some cases. Use your best judgment and don't include a lot of links in your email – that way your message will go straight to the inbox rather than getting caught in the spam folder.

Embedded files and attachments

When embedding files in your email, it's important to keep a balanced ratio between images and text to avoid getting your emails flagged as spam. As a general guideline, it's best to host your image or video files with credible service providers and keep your email file size below 100 KB to increase your email deliverability.

For videos, it's recommended to limit or even avoid them entirely in outreach emails. Some email providers may not support the file format or the video could be flagged for security reasons.

While including attachments sounds like a good way to share more information with prospects, it might send your emails to spam. If the email does land in the inbox, they may still view the attachment as a risk and delete or block your emails just to be cautious. Instead of attachments, it's best to use hyperlinks, plus they can be more effective in directing prospects to specific sites or pages to learn more about your company, products or services.

HTML or fancy fonts

While including decorative fonts might make your cold email look more appealing, it could also cause an adverse effect and get your email flagged as spam. The same goes for HTML or any extra formatting that takes focus away from your message. If your email appears questionable in any way, prospects migh block your email address – a dead end for your outreach efforts.

Spam trigger words

When crafting your emails, do your best to avoid words that will get your messages flagged by spam filters. The subject line and body of your email should not include any words that indicate unnecessary urgency to push the recipient to take action. Spam trigger words include: urgent, free, sale, offer and last chance. Take the time to read through your email and do a sweep for any words that convey a sense of urgency before sending to help ensure it lands in your prospect's inbox.

Common pitfalls

Now that you have some helpful tips for avoiding spam, let's take a look at some of the most common pitfalls to keep in mind when designing outbound sourcing email campaigns. That way, your communications are much more likely to be succinct, relevant and enticing – the ideal recipe for successful outreach emails.

Subject line pitfalls

Lengthy subject lines

The first sentence the prospective candidate reads in your cold email is the subject line. Keep in mind that you only have a split second to capture their attention and short subject lines are more likely to get your message across.

We analyzed emails sent through Interseller and noticed a clear drop in open rates for longer subject lines. Those with fewer than 70 characters had a 42% open rate while subject lines with more than 70 characters had a 30% open rate.

Misleading subject lines

Having a deceptive subject line can give the prospect a negative impression on the prospect, especially if it's your first interaction with them.

Common mistakes we've seen include using "Re:" or "Fwd:" in the subject line of the first email interaction with the prospective candidate. These and other misleading subject line context are a big turnoff for prospects.

Instead of using this kind of shady tactic in your email outreach, check to make sure the body of your email aligns with the subject line to establish trust in your initial interaction with the prosepct.

Email copy pitfalls

Lengthy email body copy

Similarly to subject lines, it's best to keep the body of your emails short and sweet. An email that appears lengthy at a quick glance

can deter your prospect from reading the message altogether. Instead of long paragraphs, try divvying up the information into shorter, organized paragraphs or bullet points to make it more reader-friendly.

We discovered that email responses rates increased to 42% when there were less than 200 words in our analysis of body copy performance in Interseller. There was an undeniable trend – reply rates decline as the length of the email body copy increases.

Impersonal emails

Emails that are too vague or generic can discourage the prospect from reading your entire message. Some services, including Gmail, can flag generic emails as spam. Additionally, not identifying a specific person in your email can be interpreted as spam and lead to getting blocked. It's essential to include the prospect's name in the greeting if you want them to receive and then pay attention to your cold email.

Before sending out any email, always double check the prospect's name to make sure it matches the name in the email address and in the email greeting.

Insincere emails

Starting off emails with "Hope all is well" or "Hope this finds you well" is not the best approach for an email outreach campaign. While these are popular phrases, including them doesn't sound very sincere, especially if you don't know the prospect and it's your first interaction with them.

Instead, be direct about why you're reaching out while keeping the tone and message in your email polite, professional and to the point.

Unclear or no CTA

Having multiple, unclear CTAs can overwhelm the recipient and confuse them about what you're asking them for.

Instead, try to focus on one CTA in your email, like asking for a time to chat for them or to connect with you on LinkedIn.

Email copy pitfalls

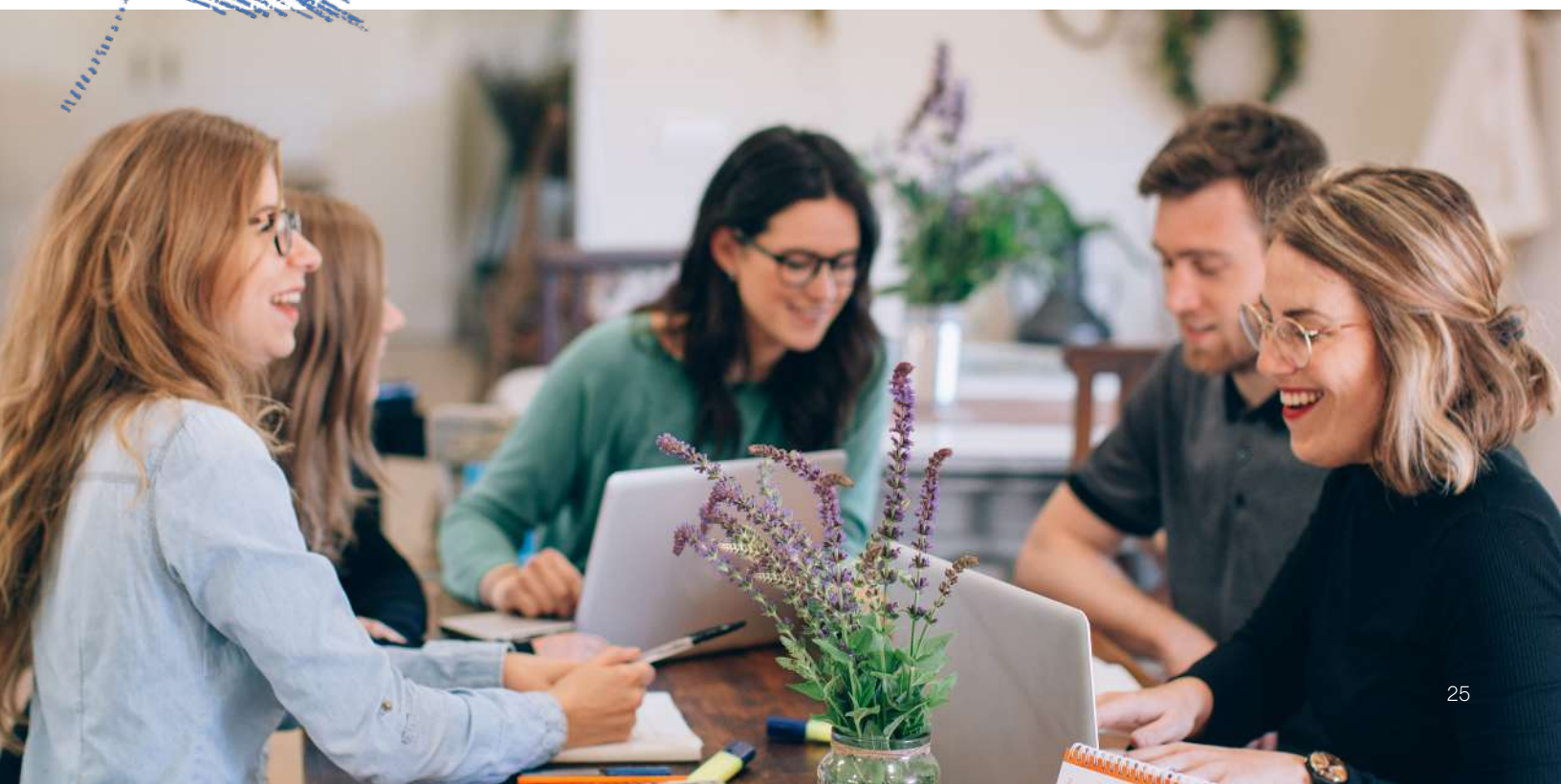
No email signature included

Emails without an email signature can raise suspicion and diminish your credibility, especially if the prospect wants to know how to contact you or learn more about your company.

Every email should have a signature and include contact information such as your name, job title, company (with a link to your company website) and phone number. You can also customize your signature with your LinkedIn profile to be even more impactful.

Adding images

While adding images to your signature can add a personal touch and help with employer branding, it can actually complicate your email deliverability. Instead, it's best to stick to a text-based signature that includes your contact information.



Conclusion

With this guidance, we hope you now have a blueprint for building out an effective outbound sourcing strategy to support your recruiting efforts and can use all the tips to get started with creating great email copy and campaigns.

Whether you're authoring enticing subject lines, personalizing messages or setting just the right cadence to persuade talent to set up a call, you now have the know-how to help turn outbound sourcing into a key pillar of your sourcing strategy.

If you're looking for a powerful tool to help optimize your sourcing strategy and make outbound sourcing easier and faster, Sourcing Automation from Greenhouse is a new solution that helps you find, reach and engage top talent prospects. Using industry-leading data-enrichment features that find accurate contact details, teams can build more personalized, targeted and automated email sequences that scale out communication and improve response rates – all with Greenhouse. Learn more about Greenhouse Sourcing Automation at greenhouse.io.

Happy sourcing!

Appendix

Example sourcing email templates

Introductory template

Subject line suggestion:

[First name], about your LinkedIn post (or comment)

Hi [first name],

Hello from [your company]! I'm really impressed by your experience at [their company], so I hope this message stands out from the recruitment messages you must be receiving. Your background caught my eye and I had to reach out.

I'm thrilled to be hiring a [job title] for the growing [department/team] team at [your company name]. Based on your experience [highlight a relevant responsibility from their current or previous role], it feels like this opportunity would be a great match.

In this role, you'll be responsible for:

- [Highlight a key responsibility of the job]
- [Highlight a second key responsibility of the job]
- [Highlight a third key responsibility of the job]

Sound interesting? I'd love to share more details with you about the position and where [your company] is headed. Please feel free to add some time to my calendar (make "my calendar" a text link to your calendar).

Thank you,

[your first name]

Follow-up template

Subject line suggestion:

[name] at [your company] – let's chat?

Hi [first name]!

I hope you don't mind me following up with you about the [job title] we're hiring at [your company]. I shared your profile with our [team hiring manager title (Senior Customer Success Manager, etc.)] and they wanted to be sure I did my best to connect with you for an initial conversation. Here's their LinkedIn profile if you'd like to learn more about who you'll be working with:

[hiring manager name, job title: LinkedIn profile URL]

From what I've seen so far, I think this position would be a strategic challenge for you given your experience as a [prospect's current job title].

I'd love to share more about [your company] and learn more about you and what you're looking for in your next opportunity. Please feel free to add some time to my calendar (make "my calendar" a text link to your calendar) so we can chat more about this in detail!

Talk soon,

[your name]

Breakup template

Subject line suggestion:

[Name], one last check-in

Hi there [first name],

As you know, I think you'd be a great contributor to the [department/team] team at [your company], but I completely understand if the timing isn't right. I'm sure you're very busy at [their company]!

If you find yourself curious to learn more about [your company] in the future, please don't hesitate to reach out – I'd love to chat! In the meantime, feel free to stay in touch with me on LinkedIn. You can also use this link (make "this link" a text link to your calendar) to add some time for us to chat or just reply to this email.

Wishing you continued success in your current role.

Best,

[your name]

Nurture/re-engage template

Subject line suggestion:

[Adjective] culture at [your company] – interested?

Hi [first name],

I shared a bit about [your company] and the opportunity to make an impact in our [department]/on our [team], and I thought it might be helpful to tell you why I'm excited to be part of this [two or three adjectives describing the company culture (inclusive, high-growth, etc.)] [type of company/industry (recruiting, tech, etc.)] company.

One of my main reasons for joining [your company] goes back to their efforts related to [a company pillar/key aspect of company culture that might resonate with the prospect (DE&I, career growth, etc.)]. I'd love to tell you more about how we're [elaborate on an initiative the company is creating to work towards that company pillar/key company culture aspect].

I'm truly inspired and impressed by the people I get to work with here. If you'd like to connect and learn more about the culture at [your company], please feel free to add time on my calendar (make "add time on my calendar" a text link to your calendar).

Best,

[your name]

greenhouse

Greenhouse is *the* hiring software company. We help businesses become great at hiring through our powerful hiring approach, complete suite of software and services, and large partner ecosystem – so businesses can hire for what's next.

To learn more, visit

greenhouse.io