

LEADCHASE.

70%

of recruitment emails never
get opened.

**Here's the 4 strategies
recruiter's use write a
perfect subject line.**

Swipe →

01

Stop the scroll

Your subject line only has a single goal. To grab the recipients attention enough to pull them away from their current focus.

"{your company} X {their company}" won't.

Here's what to do:

- Be **super-specific** to their current problem. (Use lead info)
- **Mention a name** they know. (a recent hire, a mutual connection)
- Make a **bold statement**. (Got a perfect candidate? Show it)

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Jordan Edner

Acme Recruitment's CVs lacked System Design, these don't.







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Jordan Edner

The perfect replacement for Sarah Chen.







02

Draw the reader to the body

The subject line isn't the pitch, it's the hook. We want to peak curiosity and leave the manager wanting to know more.

How do we do that? **Use open loops.**

Create an unanswered question which gives a need for closure.

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Was this the easiest hiring decision you've ever made.







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I've been told this is exactly what you're looking for.







03

Establish credibility

Hiring managers get pitched every 5 minutes and already have their preferred suppliers. You need to stand out and show why you're able to add value in under 10 words.

Show **Social Proof** & **Authority**.

- Do you work with their main competitors?
- Mention someone they know, that you've helped before.
- What company names demand respect in your industry?

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The reason 3 fintech unicorns use us for typescript hires.







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Jordan Edner







04

The big idea

If the hiring manager has an open role. There’s a reason. If the position’s been open for a while. There’s a reason.

Use the **phone** to get golden nugget information, then **sell to that** information in your subject line.

Why are you, or your candidate the **solution** to their biggest problem.

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You need zero-to-one, how’s zero-to-150k users?







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I heard you need this hire closed by the end of September.





