

# Why Language

## Is The Key Success Element In Candidate Sourcing

The latest statistics data shows what passive job candidates really think of recruiting emails, and how to get them to respond.

Research has unveiled the truth behind passive job candidates' reaction to cold recruitment emails, as well as the necessary requirements for a successful reply.



| Writing as an Swiss Army  
knife for a recruiter

# A recruiter's best friend is language

According to [statistics](#), around 70% of the global workforce is made up of passive talent who aren't actively seeking for a job. This means that candidate sourcing is becoming more and more crucial for businesses. And one of the most effective sourcing instrument is text.

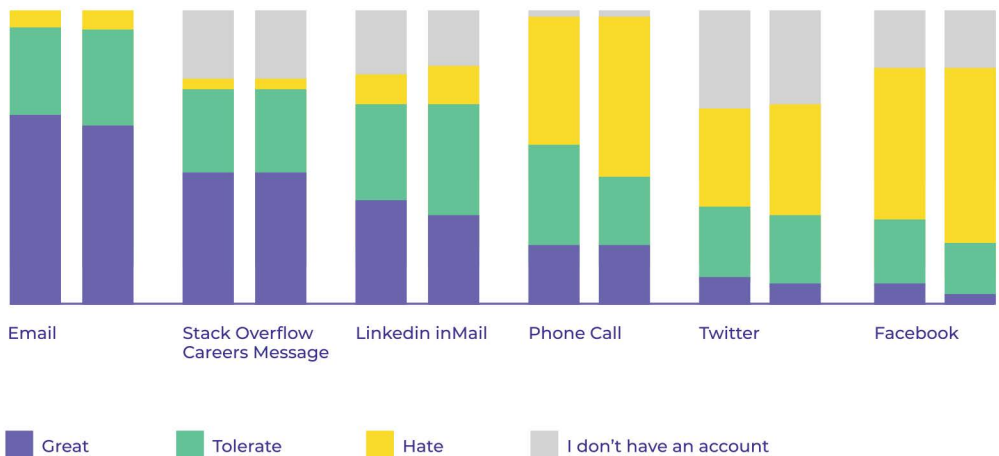
The reality is that the vast majority of the workforce is not on the hunt for a new role. This 'passive' section of employees - comprising 70% of the total employment population as defined by recent [statistics](#) - is essentially inactive from a recruitment perspective, and therefore can only be solicited through the skill of candidate sourcing. Yet this is a skill that it seems is ever reliant on the power of language.

For example, according to [The Developer Hiring Landscape report](#) by Stack Overflow, 65% of developers prefer to get contacted by recruiters via email. The next most popular option is StackOverflow Career messages and LinkedIn InMail.



Language in itself must be delivered through the right medium. Stack Overflow has performed deep analysis into the preferences of this passive element, and its recent report, titled [The Developer Hiring Landscape](#), has shed light on the popularity of email as the preferred method of contact with developers - nearly two thirds cited this as their medium of choice. Stack Overflow's own Career messaging service was the second most popular form of contact, followed by LinkedIn InMail.

Data: StackOverflow.com



However, despite all the potential of written communication if done wrong it can seriously hurt and result in decreased response rates and, as a result, less filled positions.

This information in itself can be detrimental if not used wisely. Contacting cold candidates with a poorly worded email can do more harm than good, leading to a failure to hit targets when it comes to plugging important gaps in clients' rosters. Indeed, the reaction may be to shun all future attempts at contact.

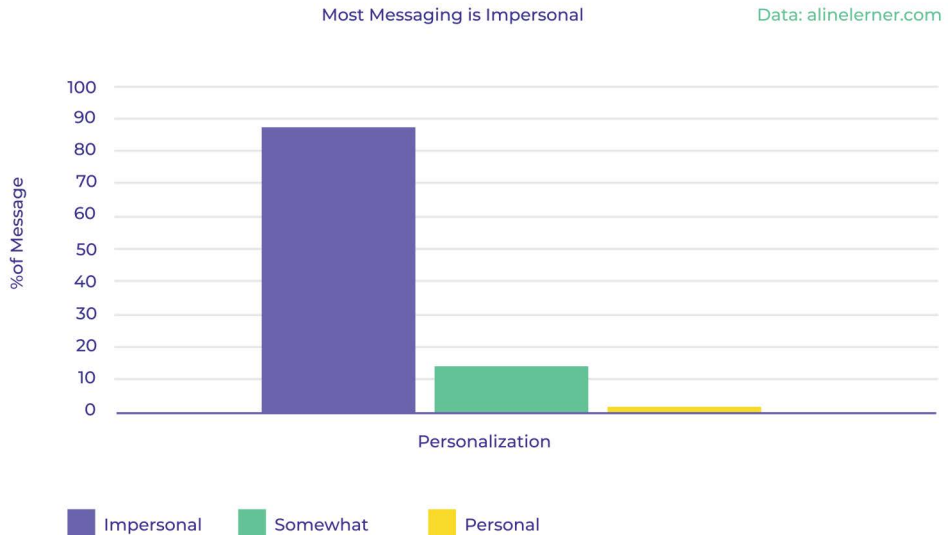
With that in mind, the language involved in a carefully crafted message is critical to any success

The vast majority (90%) of cold sourcing emails sent by recruiters to candidates are lacking personalization.



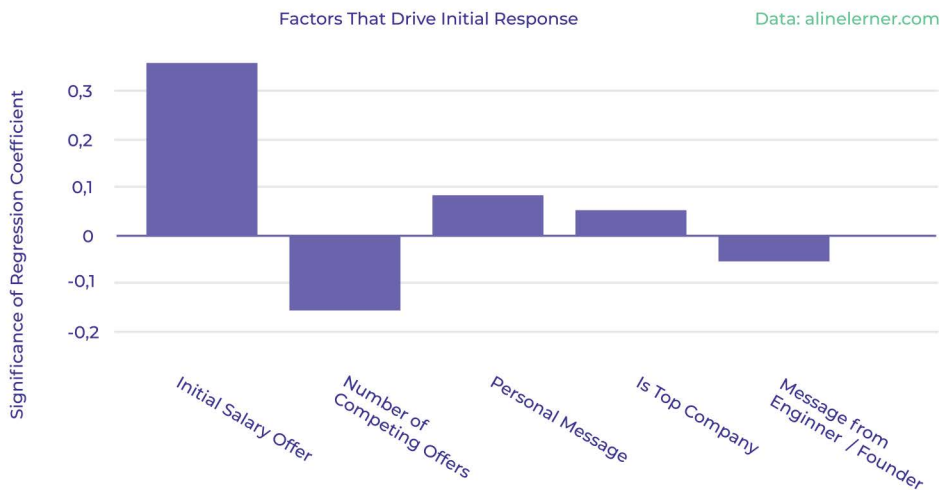
# Personalization Rocks

According to further statistics, the number of emails sent as part of a sourcing campaign neglecting one key feature is staggering - 90% fail to individualize the contact, resulting in the appearance of a meaningless group communication.



However, message personalization is a #2 initial response factor behind the salary offered.

All this in spite of the fact candidates have frequently indicated that personalization of that initial contact is the second most important criterion in their willingness to reply - trailing only the unsurprisingly key feature of salary.



Using standard templates is a big no-no in today's highly competitive world. If you want to contact good specialist chances are he'd been already contacted by your competitors as well (or will get a message from them soon). This means you have to stand out of the crowd, and since most recruiters are sending similar promotional texts as email, you can use personalization to rise above them.

It will come as little shock among proficient customer-focused professionals, but a personalized service is integral to successfully pulling in responses. It is important to consider that your

contact with this prized candidate is highly unlikely to be unrivalled, so something unique, eye-catching and possessing the personal touch is a must.



How? Of course there are the common themes of name and profession, but these are sorely overused and are unlikely to provoke a response. The secret is pushing beyond the obvious parameters and seeking career achievements that the candidate is most proud of and is likely to be impressed by in terms of your ability to recognise his or her talents. Now you are standing out from the crowd.

Example:

“

*Hi, Mark! I saw that you made it to the top 4% of SQL developers on Stack Overflow! Congratulations!*

“

*Hello Sandy. It didn't escape my attention that your Stack Overflow ranking has seen you break the top 3% of SQL developers. A great achievement*

Another important thing to research is to research not only work-related stuff but hobbies as well. Often people leave mention of things they love in their profiles on social profiles. It is a good idea to use this information.

Next, go beyond the obvious. Candidates are people too, and appreciate the human element in recognising that. As such, highlight leisure activities that you have picked up on from readily available social media profiles.

Example:



**Subject:** *Looking for a node.js snowboarders*



**Subject:** *JavaScript homebrewers like you are just what we want*



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“

*Hey, [username]!*

“

*Hi (name)*

“

*I really liked your profile on StackOverflow (getting to a 30-days TOP JavaScript users list is fantastic!), and especially your experience with building node.js applications.*

“

*I couldn't help but love what I saw from your Stack Overflow profile and some of your achievements truly stand out (ranked in the top 5% Java developers three months consecutively is no mean feat).*

“

*Now we are working on a new Uber-like AI-based Web App, and in search for an experienced JavaScript professional who used to build high load projects.*



“

*We are currently developing projects centered around Java and JQuery and your skills would fit right in with what we are trying to do here.*

“

*By the way, guys in our web development team are active snowboarders, and I saw you got in a snowboarding contest in December – would be nice if they learn some more tricks.*

“

*And as an interesting aside, your clear homebrewing nous is just what we need to crank up the quality of some of our team's craft beer efforts of late.*

“

*Would you be interested in me sending more details about the position or having a short call this week?*



I'd really like to chat if you had the time to hook up this week.

Also, if the people whom the candidate knows already work on your team be sure to mention that linking their pages in your email.

Plus don't forget to flag up any mutual contacts or ex-colleagues currently in your group, as familiar people can be a great draw - include any such links in the initial contact.

Example:

“ *We already have people like John Smith and Jason Bourne on the team. If I am not mistaken, you already know Jason. You could ask him about the conditions and the environment inside X.*”

“ *he team already has familiar faces in the form of Ted Baker and Tom Ford on board, who you know from your time at X. Both would be more than happy to share their experiences of working with us.*”

# Stories matter

According to **statistics**, after a sales presentation, only 5% of attendees remember statistics and numbers that were presented, while 63% of people remember stories. The same applies to sourcing messages copy. If you were a candidate looking for a job in recruitment and you read the following two statements in two different job ads, which job would you be more likely to apply to?

The fact is, there is research out there about almost every conceivable subject, and it is the smart sourcer who uses that information to their advantage. Take the statistics revealing the success of numbers and stories retained from sales meetings - only 5% of people remember those numbers, but a whopping 63% hold on to the stories. Perhaps because they resonate more with us as people.

Example #1:

“

*You will have responsibility for the identification and hire of 15 new staff.*

“

*The role will see you line manage 4 developers of varying experience.*

Example #2:

“

*We started last year with 6 people. Stephen and Reza then joined us as interns after responding to a Youtube video; no salary, just the will to grow and learn. Lisa trained as a Black Belt 3 years ago in her old job. She called asking us if we were hiring and we snapped her up. Since then we've hired Johnny's brother Graham and his mate Dave. This year, your job will be to scale this to 15 more people. You've got your work cut out! ;)*

“

*Why not meet the team already. In your care will be Bob, with more than 10 years of coding experience as well as the possessor of a mean fast ball that he throws at the annual softball game. It was Bob who previously worked with Jamal and Lisa, who arrived on his recommendation and have become integral members of this close-knit team. Jayne is the youngest and newest member, and her recruitment as an intern funnily enough came through a conversation between the boss and Roberto the proprietor of our favourite deli down the street.’*



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Both job ads tell us exactly the same thing, but job ad #2 has given us so much more insight into the company looking to hire. We now know the story of how they've gotten to where they are now. We feel invested in the people mentioned in this story. We'd love to meet them. And we're relishing the challenge of putting our skills to the test to find more people like Stephen, Reza, Lisa, Graham and Dave, and adding to this already great team.

People relate to stories, and far more meaningful to our emotional responses is the story of Bob, Jamal, Lisa and Jayne, as well as the connection with Roberto the deli owner. This seemingly unnecessary yet anecdotal tale adds a human flavour to the role, and a candidate already feels somewhat part of the story, not to mention the team.



# Don't overlook what Is the right moment (and what isn't)

Efforts that were put in creating a compelling copy for your recruiting message may go in vain if you send it in the wrong time. **Research** shows that most of sourcing emails are read by candidates during the first 60 minutes. If there is no response in 24 hours, then most likely it will never happen.

And to think you were so close. You had the accomplishment that would have made them take notice, and the killer story to reel them in. And then you went and blew it by sending out your message on a Friday when all they had on their mind was the weekend. And what are the chances of them getting back on a Monday? Not great. The fact is, if no response is becoming within the first day, no response at all is likely, as it's really that first hour that counts - those numbers are down to **research**.

The best time to email prospects are 8am and 3pm. Tuesday emails have the highest open rate compared with any other weekday and personalised emails increase click through rates by 14%.

There has actually been a raft of study regarding the best and worst times to send an email, so use this to your advantage. What are those magic number and details? Quite simply, stay within the confines of 8am and 3pm (any later and people have only home time on their mind) and interestingly, Tuesday is the day to do it. Tuesdays garner more response than any other day, and click through success is further enhanced by 14% with that all-important personalization.

# The Best Day To Send Email Is...



Tuesday

#1

The best day to email is by far on Tuesday

Thursday

#2

If you two emails a week, choose Thursday for your second day

Wednesday

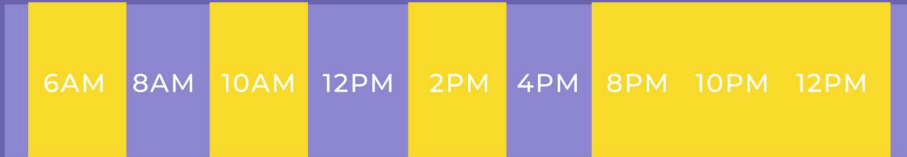
#3

While Wednesday wasn't the most popular, it was mentioned several times.

While it is universally agreed that Tuesday is the best day to send emails, the consensus on time is a little harder to pin down. According to a **research** to prove that late-morning send times (10am and 11am) are the most successful and that the second best time is between 8pm and midnight.

It is all about Tuesday according to the numbers, while that same **research** can also inform us that the best time of the day to get in touch is that all-important window of opportunity between 10am and 11am when energy levels are still high. Rather intriguing, that four hour window between 8pm and 12am can also effectively lead to responses, perhaps because of the unusualness of the contact time.

# The Best Time To Send Email Is...



While late-morning send times were the most popular in general, several studies concluded that the best time to send emails is at 10 a.m.

10AM

As Campaign Monitor notes, this is likely due to people checking their email before going to bed.

10AM

It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.

10AM

50% of you begin your day by emailing in bed.

10AM

LinkedIn own data **shows** that the best time to send InMail messages in this social network is between 9–10 a.m. on weekdays. InMails sent on Saturdays are 16% less likely to get a response.

LinkedIn's in-house research has pointed to contact between 9am and 10am, Monday to Friday, being the most successful on their platform, with a 16% drop noticeable on Saturdays.



| What does your writing  
say about you?



Personalization, storytelling, right timing are very important factors of modern recruiter's success. But even if you've put a lot of work in preparation of your sourcing message, rookie mistakes in your writing can damage your credibility and leave an overall bad impression.

So you've done the hard work and have used what the statistics are telling you about personalizing the emails and getting the right tale across, while you've even nailed the perfect time to send it. But now what lets you down is the quality of your writing, which really can give the kiss of death to any potential interaction.

Grammar mistakes, poor punctuation, and styling will show the candidate that you were either in a hurre or just do not care enough. So it is crucial to proofread your writing before you send it.

And it's all that stuff that your English teacher taught you was important too, from spelling to your incorrect usage of periods. What does it say about you? Perhaps that you just couldn't take the time to make it right, or you didn't care enough?



In order to do this use Linguix AI-based writing assistant. Our system will assess your writing using 1700+ checks and a database of 9M typos, correct grammar, spelling, punctuation, style mistakes, and generate recommendations on making your message better.

Fortunately help is at hand with Linguix AI-driven software which can turn error-strewn writing into professional-looking copy through its unrivalled database of more than 1700 checks and 9m typos. Even get recommendations on how to improve that vital writing style.

You're asking someone to make a major life decision about where they want to be in their career. Take your time and be thoughtful about how you approach them, and you'll have a better shot at starting a real conversation.

Never lose sight of the fact that you are contacting someone about something potentially life-changing, and so the way you approach that deserves the utmost respect and preparation. Their career is important to them, make it important to you, and that attitude and approach could well be the start of a proper dialogue.



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