



Recruitment Email Examples

EXAMPLE 1

Background

This email template was used by sales reps at Techie Co., a middle-market IT services company, attempting to tee-up customers to participate in in-depth interviews.

Subject Line

Seeking participation for voice of customer interviews

Body

Dear <client name>,

As Techie Co. strives to serve its clients better in 2018 and beyond, we are conducting voice of customer interviews through a third-party firm. Our goal is to hear your feedback on what Techie Co. is doing well, what we can do better, and how Techie Co. is unique in providing IT services to your organization.

If you are open to participating this month in a one-hour phone interview with the third-party firm, please let me know. Thank you as always for your business with Techie Co.!

<Signature>

EXAMPLE 2

Background

This email template was for a project with secondary and post-secondary educators.

Subject Line

Referred by Holly Hunter -- distance learning research project

Body

<Name>,

My name is Bradley Cooper, and I'm working with Holly Hunter at the Center of Excellence on a research project. Specifically, we are seeking input from secondary and post-secondary educators about their recent transitions to remote and distance teaching methods.

I would like to schedule 45-60 minutes with you over a Zoom video conference, to get your input on the following topics:

1. Educators' challenges with distance teaching methods
2. Resources, tools, people and organizations educators have looked to for assistance in distance teaching
3. The Center's vision and concept for an open online library of educator resources, aimed at helping improve educators' abilities to teach remotely (I will show you sketches of the concept and asked for your opinions)



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To hopefully make scheduling easy, I've setup an online calendar where you can book a time for us. After you confirm the time, we will both be sent an email confirmation with the Zoom link. Here's the link to the online calendar: [Bradley Cooper's Calendar](#).

I know these are very busy and unique times, so it's no problem if you're not able to participate. I appreciate your time and consideration, and feel free to ask any questions you might have.

Thanks <name> and take care.

Best,
Bradley