

# CREATE A RECRUITMENT PITCH IN **5** steps

*A recruitment pitch is a succinct and clear statement a recruiter offers to a prospective candidate with the goal to engage them and encourage them to apply. This is sometimes the first impression someone has of a company. It is essential to have a thorough understanding of the position you are pitching.*

## 1 WRITE A CAPTIVATING EMAIL SUBJECT LINE

- Use straightforward language.
- Write with emotional or engaging words that match your pitch.
- Include details: what, how and why.
- Make your subject line 60 to 100 characters.

## 2 DEVELOP A COMPELLING LEAD

- Start your pitch with a sentence or two that makes the candidate want to keep reading.
- Describe your company, the role and why the candidate may be interested, which may encourage them to apply. This helps give individuals a better understanding of the company and if they might be a good fit.

## 3 ADD A STRONG CALL TO ACTION

- This can include next steps on how to apply for the position, contact information, etc.
- Make sure the call to action is brief and clear as to how you want the individual to respond.

## 4 CONCLUDE YOUR PITCH

- Briefly rephrase why you think the candidate should apply.

## 5 SUBMIT YOUR PITCH

- Send the pitch with content as the body text of your email rather than as an attachment.
- If you have illustrations, photographs, charts, or other supplementary materials that complement the pitch, identify the resources you have available to share.
- Remember to follow up with recipient after a few days. Ask if they have any questions.

Visit our  
Talent Toolkit on  
[experienceispa.com](https://experienceispa.com)  
for a candidate  
recruitment template  
in Microsoft Word  
format.





Hello Sarah,

I'm Elizabeth Krane with Viva Spa and I wanted to reach out because a colleague of mine, David Jasper mentioned what an outstanding massage therapist you are, and how meticulous you seem to be with your work. I am the Spa Director for Viva Spa, where we provide a full menu of services to a wonderful small community in South Carolina. We are looking to grow our spa and hire a licensed massage therapist who also has the drive and skillset to potentially move into a manager position and oversee our other massage therapists.

Not only do we offer a great benefit package, but we also want our employees to take pride in their work and continue to grow, so we offer a separate compensation package strictly for professional development. In addition, as positions become available, we like to promote from within our staff. While we don't often have employees leave our spa, on the rare occasion we do, we look to our highly qualified staff first to fill those positions before looking outside the spa. We believe if our employees are happy and enjoy where they work, it will show in the services they provide to our clients.

If this opportunity sounds of interest to you, I'd very much like to discuss this opportunity further with you. I can be reached Monday-Friday from 8:00 am-4pm ET at 467-555-5555.

Best,

Elizabeth

Spa Director, Viva Spa