

Stacy's Slip-Ups: Sourcing Lessons Learned the Hard Way



Stacy Zapar

Founder, Tenfold & The Talent Agency

@StacyZapar

Recruiters Network – May 2019

A little about me

- Recruiting nerd who loves her job
- Have never paid an agency fee in my 20+ years in recruiting
- Love tennis, classic films, logic puzzles, video games, gardening & travel
- Surf widow, chronic procrastinator and world's worst cook #iburnpoptarts



my
babies



their personalities at a glance 😊





the talent agency

thetalentagency.io

We help employers build
world-class talent acquisition teams.



consulting



training



r4r search

our happy clients



You'll get a goodie bag afterward
(with this presentation and other assorted goodies)



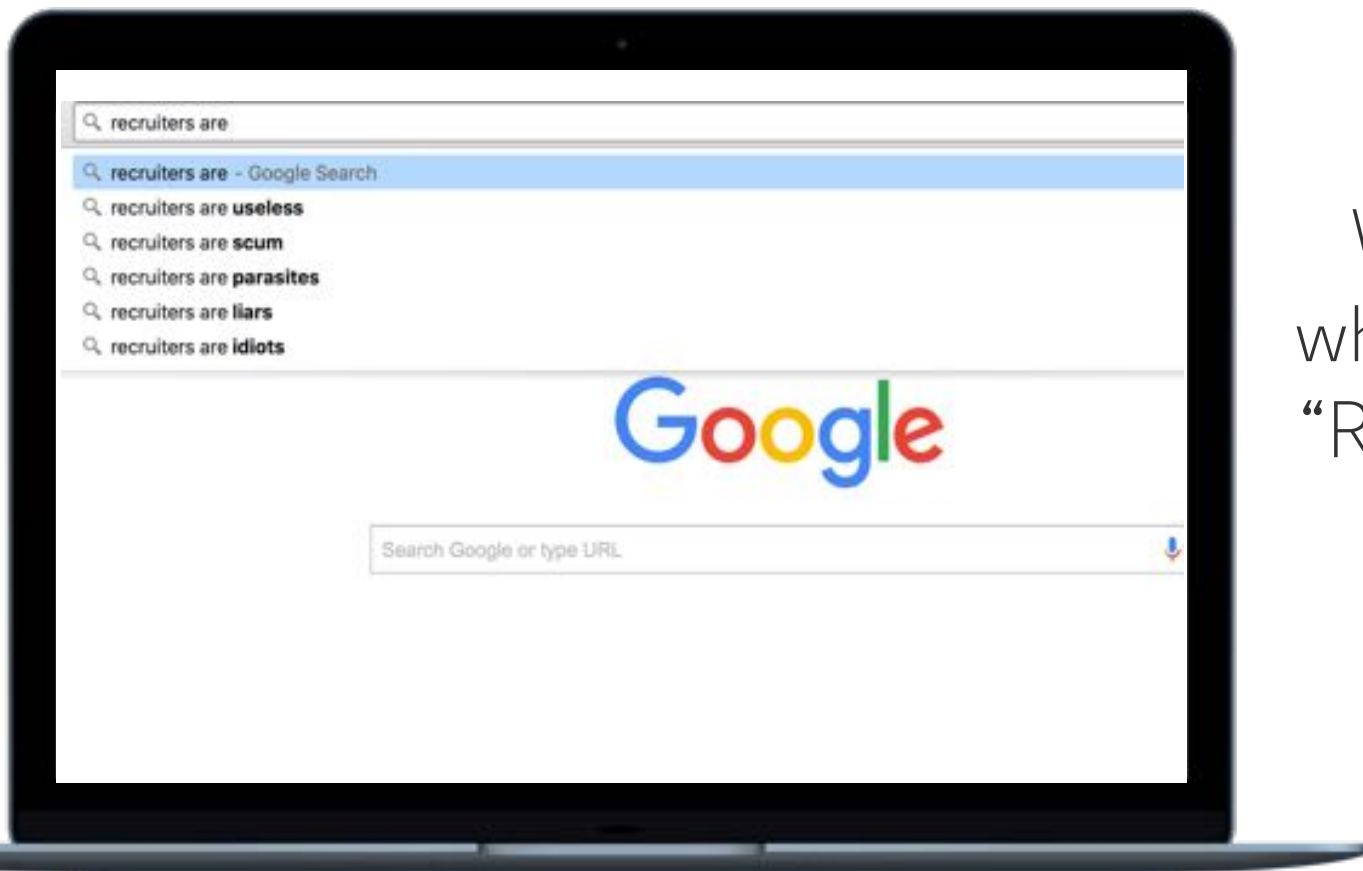
Today's Agenda

- Cringe
- Laugh
- Learn
- Change



Our Worst Sourcing Slip-Ups

1. Subject Matter Expertise
2. Spray & Pray
3. Attention to Detail
4. Mail Merge
5. Generic Outreach
6. TMI
7. Me Me Me
8. Recruiter Speak
9. Just Plain Awkward
10. Follow Ups
11. Barriers to Entry
12. No Shows & Ghosting



What happens
when you Google
“Recruiters Are...”



But WHY??

We advance careers!

We build great teams!

We change lives!



Sourcing is hard!

Find great people.

Reach out.

Get them to respond
back and talk to us.

Lots of trial & error...
and slip-ups do happen.

So what are we doing in
to sour people against
us?

And how can we turn the
tide?

(Because I'm PROUD
to be a Recruiter, darnit!)



Our Worst Sourcing Slip-Ups

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This is a time for a
little self-reflection...
for me too!

We've ALL made
these mistakes
along the way,
myself included.



Stacy Donovan Zapor

@StacyZapar



That awkward moment when you're old
and not wearing your glasses and text a
candidate to wish them luck and
accidentally finish with a 🙌 instead of a
👉 ...

#recruiterfail



7:54 AM - 2 Oct 2018

10 Retweets 199 Likes



Accidental
one-finger salute.
Oops!

01

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, her fingers spread. Her eyes are squeezed shut, and her mouth is wide open in a grimace, showing her teeth. The background is a solid blue wall.

Subject Matter Expertise Fails



Steve Levy

@LevyRecruits

Following



Note to technical recruiters - car is to carpet
as Java is to JavaScript [#recruiterfail](#) cc
[@StacyZapar](#)

10:40 AM - 7 Nov 2015

Java & JavaScript.
Not the same
thing.

"We are currently looking for Big Data Engineers or Software Engineers- Big Data"

It is a rare recruiter that knows the difference.

3 notes



Ya know,
either or.



S██ Recruiters Say
@recruiterbro

Follow



"HIGH VISIBILITY STEALTH PROJECT!"
HT @infil00p

9:00 AM - 7 Aug 2017

2 Retweets 11 Likes



Amie Ernst @amieernst · 7 Aug 2017
Replying to @recruiterbro @infil00p



Hiding in
plain sight?



Lee Mathers

@WwMathers

Follow



How would a junior have a [#CISSP](#)? for crying out loud. You need a minimum of 5 years experience to get that [#certification](#).
[#recruiterfail](#)

9:49 AM - 22 Jan 2016

2 Likes



We need a
Jr. Sr. Engineer.



S...t Recruiters Say

@recruiterbro

Follow



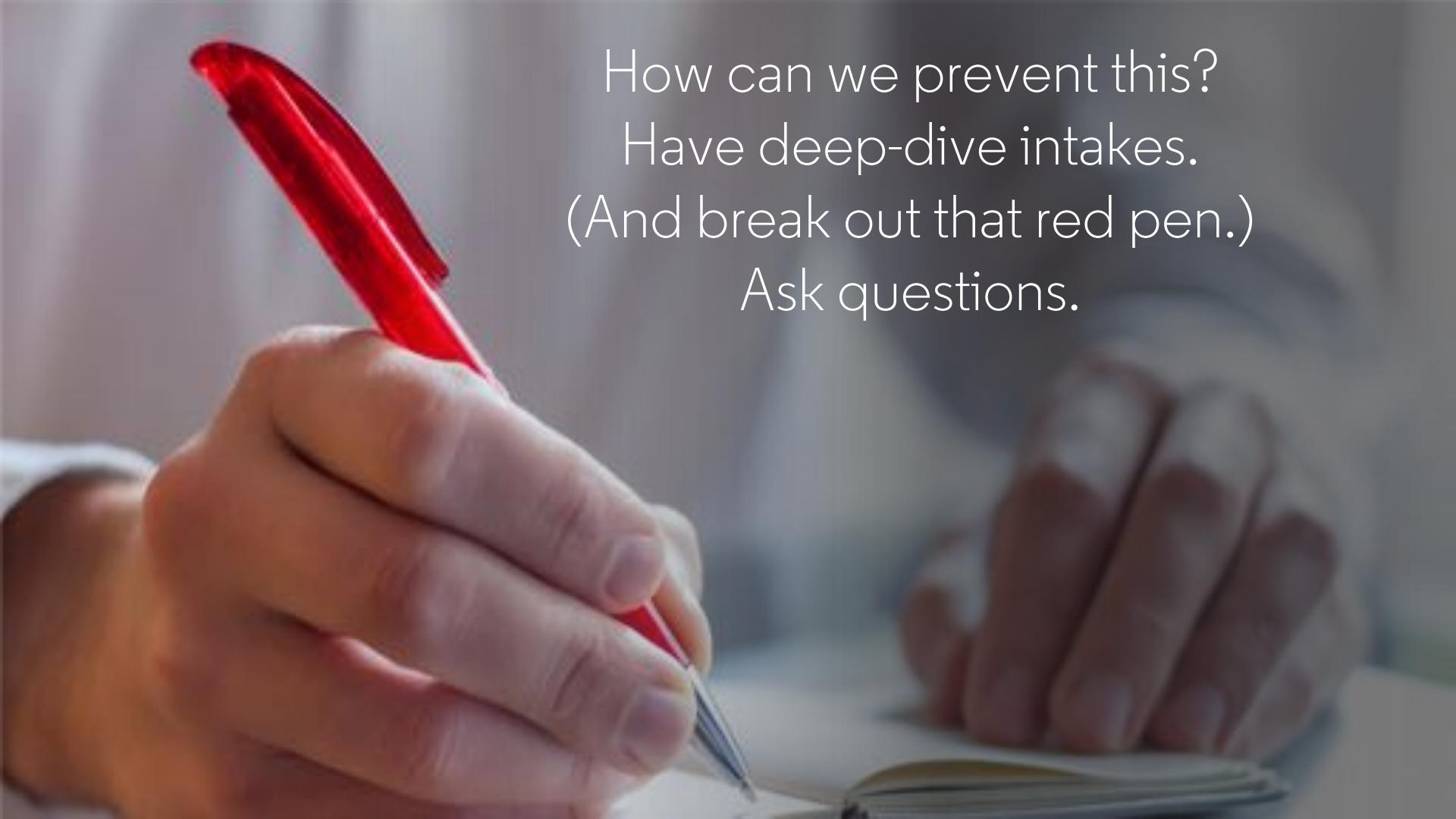
"I notice on your LinkedIn that you have MySQL skills, but do you have plain SQL skills?" via @halligans

9:00 AM - 23 Mar 2017

2 Retweets 26 Likes



Plain SQL versus
the fancy kind.

A close-up photograph of a person's hand holding a bright red pen, poised to write on a notepad. The background is blurred, showing another hand and a cup, suggesting a meeting or interview setting. The text is overlaid on the right side of the image.

How can we prevent this?
Have deep-dive intakes.
(And break out that red pen.)
Ask questions.

GOING BEYOND “INTAKE MEETINGS”

- Wants v. needs?
- Career path potential?
- Pie in the sky candidate?
- Impact of the role?
- Clones on the team?
- Deal breakers?
- Companies to source from?
- Diversity goals?
- Why would a top performer want this job?
- How would others describe your mgmt style?

Bring along a few
resumes & listen to the
hiring manager review
them out loud.



Still not 100% sure that
you'll know it when you
see it? Book more time.





Don't be afraid to
go to ask the
hiring team
questions or go to
staff meetings.
Sit nearby.
Embed yourself
for a while.

Read a book,
take a class,
go online,
study up!



A person is shown from the chest up, holding a lit sparkler in their right hand. The background is a solid blue color, and there are several small, glowing yellow star-like sparks scattered around the person. The person is wearing a grey sweater over a white shirt.

STACY'S SECRET SAUCE

my favorite favorites

THE RECRUITING TOOLS & RESOURCES I LOVE MOST

02

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, with her fingers spread. Her eyes are squeezed shut, and her mouth is open in a wide, toothy grin, suggesting a mix of intense emotion like laughter or crying. The background is a solid, muted blue.

Spray & Pray Fails



Anthony Caiafa

@AnthonyCaiafa

Follow



Received a recruiter email that told me how "Awesome" I was.. Along with the other 60 people that were on the email [#RecruiterFail](#)

11:59 AM - 4 Aug 2014

7 Retweets 8 Likes



All 61 of you are
so special and
awesome to me.
#bcc



Benjamin Lipsman

@blipsman

Follow



LOL... when a recruiter apparently emails you
a job listing because your street name
matches one of the requirement terms
[#RecruiterFail](#)

11:27 AM - 14 Aug 2017

2 Retweets 1 Like



1874 Ruby Lane



BRANDON E.B. WARD

@uxward

Follow



Dear Recruiter:

Though 16 yrs satisfies the 2+ yrs exp. req.
for that Jr. role, it actually means the
opposite of "good fit" [#recruiterfail](#)

12:08 PM - 3 Nov 2016

1 Retweet 6 Likes



16 year veterans
just love being
contacted for
junior roles.

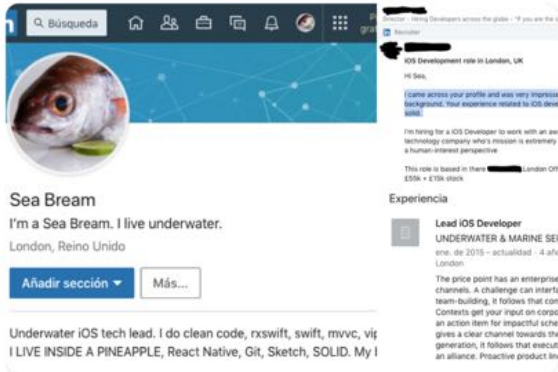


Alejandro Ramirez

@j4n0

Follow

I was curious to see if a nonsense LinkedIn account would also receive job offers. It does! :D



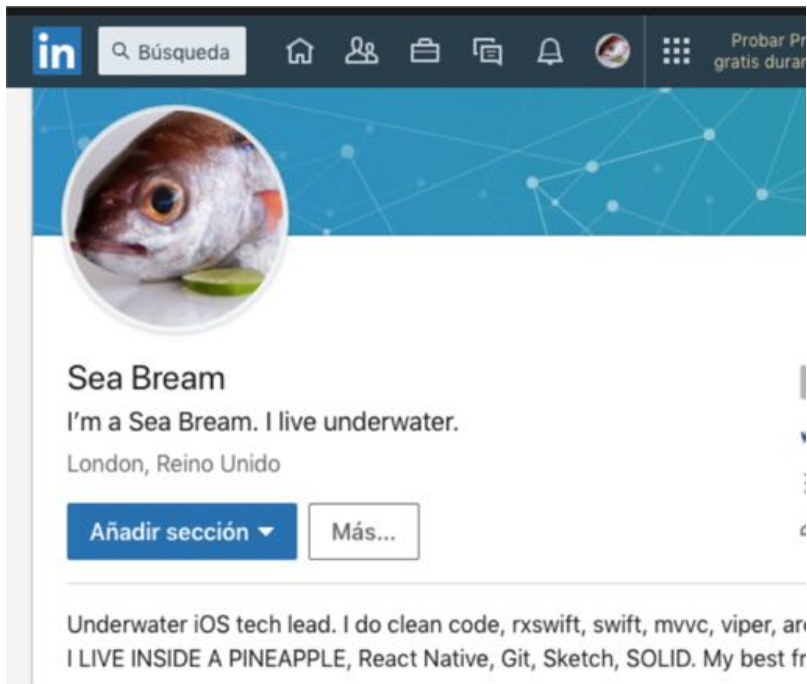
5:41 AM - 6 May 2019

7,345 Retweets 19,641 Likes



362 7.3K 20K

Something's
fishy...



The image shows a laptop screen displaying a LinkedIn profile. The profile header has a blue background with a network diagram. The profile picture is a circular image of a sea bream fish. The name 'Sea Bream' is displayed in bold. The bio reads 'I'm a Sea Bream. I live underwater.' and the location is 'London, Reino Unido'. There are two buttons: 'Añadir sección' (Add section) and 'Más...' (More...). The bio text continues with 'Underwater iOS tech lead. I do clean code, rxswift, swift, mvvc, viper, and I LIVE INSIDE A PINEAPPLE, React Native, Git, Sketch, SOLID. My best fr'.

in Búsqueda

Probar Pr
gratis duran

Sea Bream

I'm a Sea Bream. I live underwater.

London, Reino Unido

Añadir sección ▼ Más...

Underwater iOS tech lead. I do clean code, rxswift, swift, mvvc, viper, and
I LIVE INSIDE A PINEAPPLE, React Native, Git, Sketch, SOLID. My best fr

“I LIVE INSIDE A
PINEAPPLE”



Recruiter

29 de abr.



iOS Development role in London, UK

Hi Sea,

I came across your profile and was very impressed with your background. Your experience related to iOS development is solid.

I'm hiring for a iOS Developer to work with an award-winning technology company who's mission is extremely admirable from a human-interest perspective

This role is based in there [redacted] London Office.
£55k + £15k stock

#facepalm



Alejandro Ramirez @j4n0 · May 6

Got suspended, they are asking for my fish passport :(argh, I look terrible on this photo

Escoge el tipo de documento

Tendrás que cargar una imagen del documento.

Escoge el país emisor de tu documento de identificación

Reino Unido

Selecciona el tipo de identificación

- ☒ Pasaporte
- ☐ Carnet de identidad
- ☐ Carnet de conducir

Utilizaremos la información para verificar quién eres y solo la usaremos si tienes un problema con tu cuenta. [Más información](#)


Cancelar

Continuar



The aftermath:

“They’re asking
for my fish
passport”
hahaha

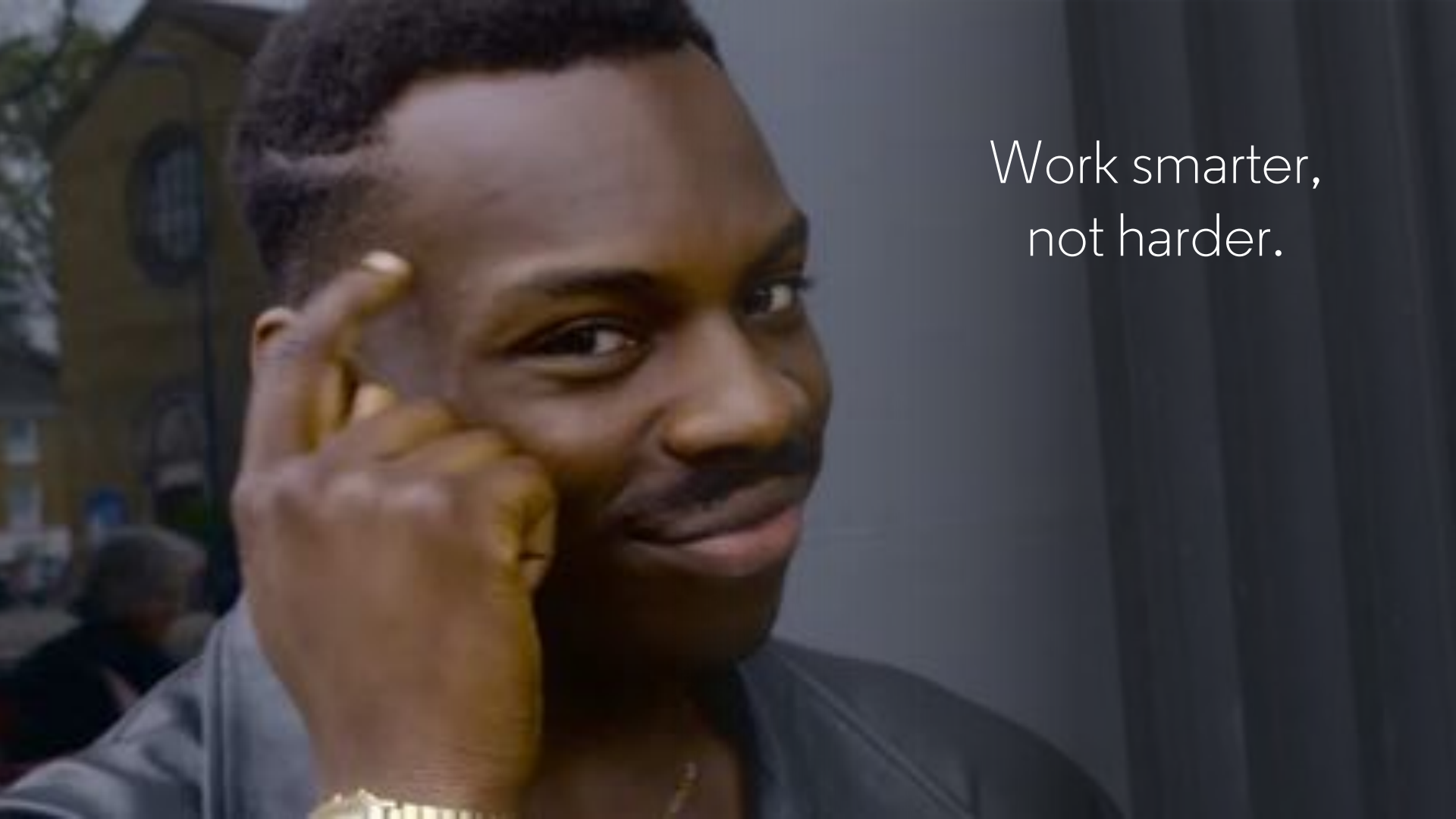
A person wearing a red shirt is holding a high-pressure water gun. The water gun has a grey handle and trigger, and a black hose. The nozzle assembly is colorful, featuring yellow, purple, and orange components. Two orange nozzles are currently active, spraying water in two distinct jets. The background is blurred, showing green foliage and a blue object.

500 results with
that keyword?
Everyone gets an
InMail!

Speak fluent Boolean.
Narrow your searches.
Be targeted.

(I'd rather find 20 perfect fit
candidates than 1000
maybes.)





Work smarter,
not harder.



Tree Ring Sourcing:

Start with your
“pie in the sky”
then slowly work your
way out.

03

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, palms facing outwards, and has a wide, toothy smile. Her eyes are squeezed shut, and her cheeks are flushed. The background is a solid, muted blue color.

Attention to Detail Fails



Matt Carter

@themattcarter

Follow



Apparently Im qualified to do _____.

[#recruiterfail](#) [#spam](#)



To You

6:50 PM



08/06/18 10:35 AM

Greetings,

My name is [REDACTED] and I'm an IT recruiter at

..... Our records show that you are an

experienced IT professional with experience in

_____. This experience is relevant to one of

my current openings.

The opening requires _____ in addition to the

above skills. It is located in Thousand Oaks, CA.

Greetings,

Hope you are doing good, kindly go through the job

description below and let me know your interest,

I apologize if the job is not of your interest, however I

will highly appreciate if you can refer somebody

It's like mad libs,
but not as funny.



Adam Karpiak

@Adam_Karpiak

Following



Someone just shared with me a recruiter email from June 21 that ended by saying "Happy New Year!"

Recruiters, if you want to be taken seriously, clean up the bad cut & paste jobs...

[#recruiting](#)
[#cutandpaste](#)
[#happynewyear](#)

4:30 PM - 27 Jun 2018

5 Retweets 30 Likes



5



5



30



Any excuse to
pop bottles?

New opportunity **Web Designer** Turbridge wells...

Apologies if this is not relevant to you, we may have an old copy of your CV on our records. If this is the case, please do advise me of your salary expectations/ what might be more suitable as I have a number of other roles at varying levels of seniority / remuneration.

Web Designer - Turbridge Wells, Kent - HTML, CSS, AdobeCS - £35,000

The Role

A leading financial services group based in Turbridge wells are looking for a passionate **Web Designer** (Adobe Creative Suite, CSS, HTML) to join their expanding software development team. As a **Web Designer** (Adobe Creative Suite, CSS, HTML) you will be working to deliver solutions for a diverse of development projects for each of the companies within the group.

Ideally looking for someone who is adaptable and focused on providing excellent web design and client support. The Web Designer (Adobe Creative Suite, CSS, HTML) must have good communication skills and be comfortable dealing directly with end users when required and have a successful track record working in a project environment.

Days Analyst Requirements

- HTML
- CSS
- AdobeCS
- JavaScript
- JQuery

The Company

Being established for over 4 years and being run by two of the most influential men in the industry the Software house is at the top of its game and change appointment options for the better. Having been in the industry for over a decade each the directors really are at the forefront of the industry, each day challenge limits and this is your opportunity to be a part of it.

In return the company offer an excellent working environment with an exceptional benefits package including 25 days holiday + bank holidays, a company bonus and a share option scheme. You will have the opportunity to progress rapidly in your career, with continued company growth year on year, making it one of the fastest growing agencies in the UK. They also offer on-going opportunities to develop your skill set with innovative training in the latest trends.

Apply Now!

If you are a talented **Senior PHP Developer** looking for a challenging role full of innovation then look no further.

Interviews for this role will be commencing shortly. To register your interest in this, please send your CV using the "Apply" button now!

Pick a title,
any title...



Sebastian Witalec +

@sebawita

Follow

If you can't get my name right. How do you expect me to treat you seriously?

[#RecruiterFail](#)

C/C++ Software Engineer (All levels)- U
benefits - Bristol required (Ref#RTRS#6
Hi **Sebastina**, I am contacting you from
Recruitment Solutions, a specialist recr
consultancy dedicated to providing per

3:47 AM - 26 May 2017

2 Retweets 13 Likes



Name & gender.
Wrong & wrong.

Frazzled and
disorganized?
This is how
mistakes happen.



Juggling too many
balls at once?



Chunk your calendar. Focus on one activity at a time.



Headphones on
and focus!



04

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, her fingers spread, and she is laughing heartily with her mouth wide open, showing her teeth. Her eyes are squeezed shut. The background is a solid blue wall.

Mail Merge Fails



Shit Recruiters Say

@recruiterbro

Follow



"I can imagine there's a lot going on at Consultant," HT [@joshavant](#)

9:00 AM - 6 Aug 2017

4 Likes



I've always
wanted to work at
Consultant.



Nina Zakharenko

@nnja

Follow



Yeah, that's exactly where I work.

[#recruiterfail](#)

Last time we reached out it looked like you were working on some pretty cool stuff at Software Engineer, and I wanted to check in and see how things were going.

3:10 PM - 12 Apr 2016

9 Likes



I hear the work-life balance at Software Engineer is great.



Kam

@amiracle19

Follow



With so much time and effort was put into crafting this email, how could I, [First Name], not respond. [#recruiterfail](#)

Fri, Sep 13, 2013 at 8:02 AM

Hi [First Name],

I am a Technical Recruiter with Veredus Corporation, and I came across your resume this morning. I have an **Pre/Post IT Sales Engineer** opportunity that could potentially be a good fit for your background and would like to talk with you about it. Please call me at [REDACTED] or let me know where/when I can reach you. I look forward to hearing from you. Below is a link to my current openings.

Dear [Recruiter],

Please do not send me unsolicited emails, especially ones that are so carefully crafted to include my [First Name].

Sincerely,
[Not Interested]
[Quoted text hidden]

7:23 AM - 13 Sep 2013

2 Retweets 5 Likes



Perfect response,
[First Name]!

**MEASURE TWIC
CUT ONCE**



Set up a few guinea
pig accounts for
testing purposes.

Because things can
(and will) blow up!



Better yet?
Send 1:1
outreach.
Be targeted.
Personalize.



Personalization drives up
response rates by 15%.



05

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, her fingers spread, and her mouth is wide open in a grimace, showing her teeth. Her eyes are squeezed shut, and her skin around the eyes and mouth is wrinkled, suggesting intense emotion like crying or laughing. The background is a solid, muted blue.

Generic Outreach Templates

Exciting Career Opportunity

Hi there,

I hope you're well. I came across your profile on LinkedIn today and I was very impressed...

Exciting Career Opportunity

Hi there,

I hope you're well. I came across your profile on LinkedIn today and I was very impressed...

NO.
NO.
NO.

Personalize.
Show prospects that
you actually read
their profile and that
the message is
intended only for
them.



Look for “uncommon commonalities”
to break the ice and personalize.



Personalization Icebreakers

- Alumni (same school or former employer)
- Mutual connection
- Noteworthy recommendation on their profile
- Award or achievement
- Shared major in college
- Same sorority, fraternity, honor society, study abroad, etc.
- Worked for same company as hiring team member
- Any kind of shared background, hobbies, interests or experience
- Anything noteworthy or unique about their profile
(unique employers, roles, projects, promotions, long tenure, interesting education, unique profile pic, cover photo, etc.)

Mentioning common
past employers.



It's a lot harder to
delete a real message
than a generic
template.



06

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, with her fingers spread, and is laughing heartily. Her eyes are squeezed shut, and her mouth is wide open, showing her teeth. The background is a solid blue wall.

TMI Fails

TL;DR
(too long;
didn't read)



The longer the
email, the more it
looks like copy &
paste spam.
(And the easier to
ignore or delete.)



Keep it short & sweet.
Just pique their interest.
Less is more!



You don't need to
sell the job or
company quite yet.
Just get them to
talk to you.



Once you get them on
the phone, you can
learn their motivators.



07

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, palms facing outwards, and is laughing heartily with her mouth wide open, showing her teeth. Her eyes are squeezed shut. The background is a solid blue-grey color.

Me Me Me Fails



Nate Taylor

@taylonr

Follow



This is a linkedin message from a recruiter in FL named Barry. No, Barry, I won't do your job for you.

#RecruiterFail

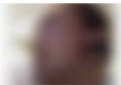
Who do you know for this role? Seeking a .NET developer with 5+ years of experience with [VB.NET](#), SQL Server, IDE, TFS & Silverlight. Details at: [https://\[REDACTED\]-inc.breezy.hr/p/16cfd679407f-senior-application-developer-net---omaha](https://[REDACTED]-inc.breezy.hr/p/16cfd679407f-senior-application-developer-net---omaha)

5:40 PM - 12 Oct 2017

1 Retweet 10 Likes



I'm not even
interested in
talking to you.
Just fork over
names. Now.



What will it take to get this done? AppSec contractor

What will it take to get this done?

I am looking for your help or guidance. I need a Senior Application Security Engineer contractor (6-36 months) for a Fortune 500 company in Chicago. They need a very strong hands-on App Sec Engineer.

This is a company that you can truly grow your career with, I say this because I have seen others that I have placed, with them, flourish.

Please guide me to anyone that you think would be a good fit, even if you think they may not be looking. Companies like this get peoples attention.

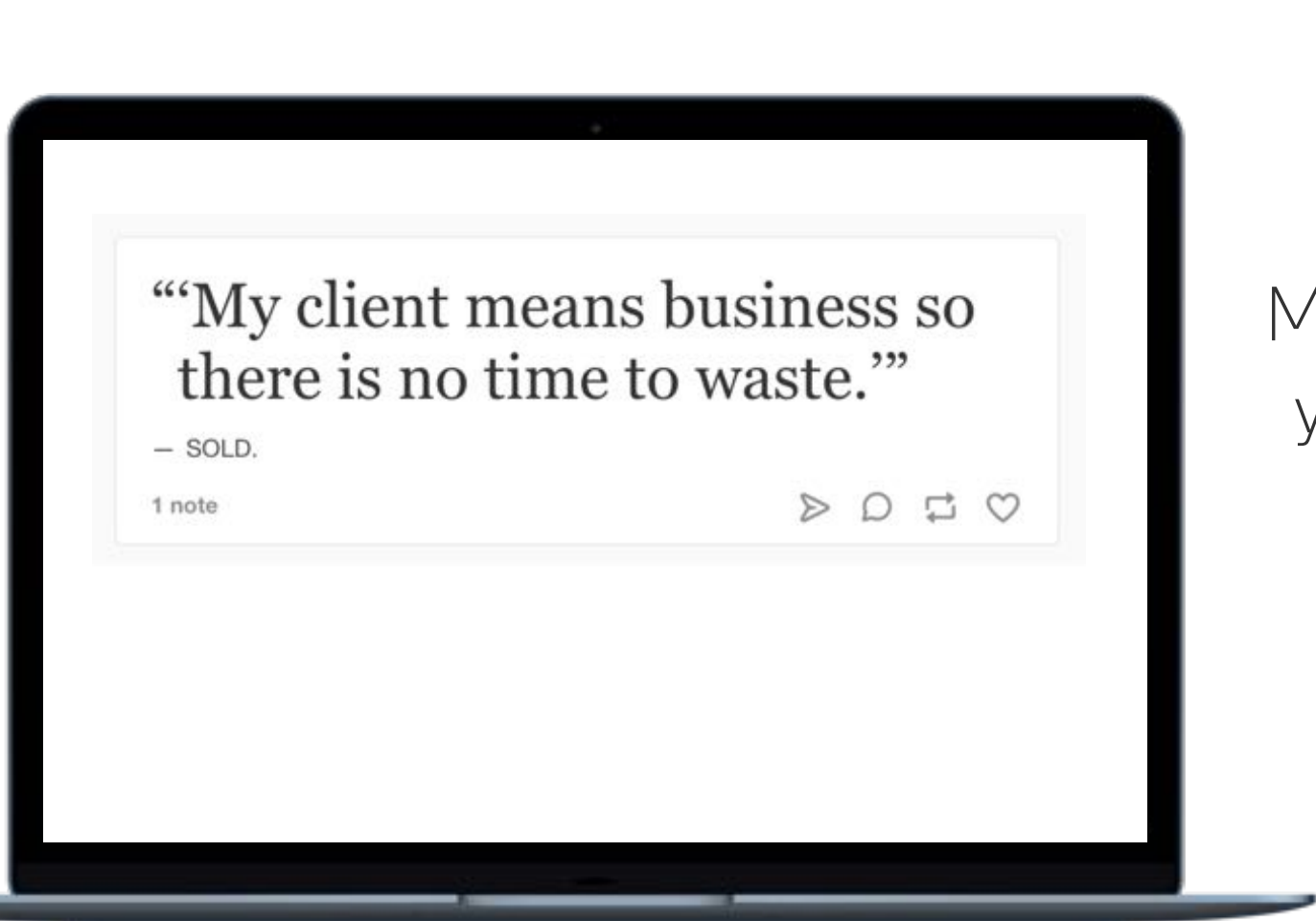
We are open on the hourly rate.

MUST HAVE:

Strong manual testing ability
Strong Java experience

Thanks,

Chop chop...
get this done for
me.



“My client means business so
there is no time to waste.””

— SOLD.

1 note



My problems are
your problems.

My opening,
our company,
I need,
we want...

What's in it for
THEM?



Make it about THEM and
their career
(not you and your req).





Don't ask for referrals
until AFTER you've
heard back or chatted
with them, NOT in the
initial outreach.

“Hey baby...
Oh, and if you’re not
interested, do you
have a hot sister?”



Wanna really drive referrals? Partner with your hiring teams.





Don't *ask* people who they know, *tell* them!

Source your hiring team members' networks, get their feedback and partner together to reach out.

Throw a sourcing party... fun AND productive.



08

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, her fingers spread, and her mouth is wide open in a grimace, showing her teeth. Her eyes are squeezed shut, and her skin around the eyes and mouth is wrinkled, suggesting intense emotion like laughter or crying. The background is a solid, muted blue.

Recruiter-Speak Fails



S█t Recruiters Say

@recruiterbro

Follow



this is an opportunity to join a company that
is in one of the hottest spaces right now and
making a huge impact on the future

9:00 AM - 13 Oct 2017

1 Retweet 11 Likes



Opportunity.
Hottest.
Huge Impact.
THE FUTURE.



S[REDACTED]t Recruiters Say

@recruiterbro

Follow



Subject: Direct client own project need top notch .Net developer with angular Top \$\$\$

9:00 AM - 14 Sep 2017

4 Likes



A subject line that
really makes a
person feel
special.



Shit Recruiters Say

@recruiterbro

Follow



"If you would, please respond to this message because LinkedIn tracks our response rate" HT [@craig_tracey](#)

If you would, please respond to (or decline) this message because LinkedIn tracks our response rate on messages like this. Please do not just ignore it or delete it.

9:00 AM - 21 Apr 2017

6 Retweets 16 Likes



Keepin' it real.



Be human.
Build rapport.
No “recruiter speak.”

top talent
career opportunity
immediate need
hot job
response rate
perm role
c2h
req
ATS
\$\$\$



Just be you.
Show some
personality.
Be human.



09

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, with her fingers spread. Her eyes are squeezed shut, and her mouth is open in a wide, toothy grin, suggesting a mix of embarrassment and laughter. The background is a solid, muted blue.

Just Plain Awkward Fails



Nina Zakharenko

@nnja

Follow



"I'm just expanding my network to see where I can find the next rock star candidate."

DO NOT call us that. [#recruiterfail](#)

1:05 PM - 25 Sep 2014 from [South Salt Lake, UT](#)

4 Retweets 11 Likes



Unless you're
starting a band,
no rock stars,
please.



S■t Recruiters Say

@recruiterbro

Follow



We want a digital rock star, a coding
ninja, an agile Jedi Knight

9:00 AM - 10 Aug 2017

6 Retweets 13 Likes



The triple threat.



Smt Recruiters Say

@recruiterbro

Follow



The Matrix is calling YOU.....[company] is seeking the NEO of Software Engineers!

12:00 AM - 18 Jun 2018

4 Retweets 12 Likes



Definitely a glitch
in this matrix.



Smt Recruiters Say
@recruiterbro

Follow

"we are giving away a gift for anyone who takes a meeting with our local team" via [@samuelmaskell](#)



9:00 AM - 3 Jun 2017

2 Retweets 8 Likes



Always the sign of
a strong
employer brand.



S Recruiters Say

@recruiterbro

Follow

"P.S. We are offering a bonus of \$1 for candidate referrals" via [@tiberGreg](#)

Greetings,

My name is [REDACTED] and I am recruiter at [REDACTED]
[REDACTED] is a global contingency staffing firm servicing fortune 1000 clients globally. We have an excellent job opportunity with one of our client.

P.S. We are offering a bonus of \$1 for candidate referrals that result in a successful placement by [REDACTED] Please contact us for details.

9:00 AM - 21 May 2017

5 Retweets 22 Likes



Dolla dolla bills,
y'all.



S█t Recruiters Say

@recruiterbro

Follow



"Imagine yourself on a yacht in 4 years
sipping champagne post IPO." HT [@grepory](#)

9:00 AM - 9 Aug 2017

2 Retweets 5 Likes



I'm on a boat!

HEY BAE INTERN! <3

Hi! I am Kim, a [REDACTED] University Recruiter. My crew is coming down from our HQ in Seattle to hang with you and the crowd of bay area interns at [Internapalooza](#) on 7/11.

BUT MORE IMPORTANTLY, we're throwing an exclusive after party the night of the event at our San Francisco office and you're invited! There will be hella noms, lots of drinks, the best beats and just like last year, we're breaking out the Yammer beer pong tables!

HELL YES TO GETTING LIT ON A MONDAY NIGHT.



Patrick Burtchaell

@pburtchaell



My roommate received this email from a [REDACTED] recruiter today.

5:59 PM - Jul 5, 2016

🤍 5,738 💬 3,760 people are talking about this

Sourcin' game
on fleek, brah.



Smt Recruiters Say

@recruiterbro

Follow

Subject: What Do Computers Eat For Snacks?... Microchips!

9:00 AM - 11 Oct 2017

1 Retweet 8 Likes



Dad jokes for the win!



S█t Recruiters Say

@recruiterbro

Follow



"I'm working with a client that would do
unspeakable things to have a conversation
with somebody with your skill set" via
[@willhamill](#)

9:00 AM - 29 Jul 2017

3 Retweets 18 Likes



Unspeakable
things? Scary.



S██t Recruiters Say

@recruiterbro

Follow

“Would love to buy you a virtual coffee” via
[@kamal](#)

9:00 AM - 19 Mar 2017

1 Retweet 4 Likes



Like real coffee.
But cheaper.



S[REDACTED]t Recruiters Say

@recruiterbro

Follow

If for any reason things don't work out with your current startup please don't hesitate to reach out to me. **Not trying to jinx ya'll,** but i'm sure you're aware of the volatility of startup's within the industry.

9:00 AM - 22 Jan 2018

3 Retweets 14 Likes



The jinx. Gets
'em every time.

More jobs from [REDACTED]

This DevOps advert is to the tune of Vanilla Ice... MUST READ. Dev Ops Baby

Please read to the tune of Vanilla Ice - Ice Ice Baby

Yo, VIP, Let's kick it!!!!

Dev Dev Baby, Ops Ops Baby
All right stop, collaborate with dev and listen
Ops is back with my brand new invention
DevOps grabs a hold of you tightly
Then you flow like powershell daily and nightly
Will it ever stop? Yo -- I don't know
Turn off the containers and I'll blow

To the extreme, you rock AWS like a vandal
Deploy to the cloud continuously like a scandal.

Dance, DevOps is the market that booms
Your testing your brain like a poisonous mushroom
Deadly, when you write a dope bash script
Anything less than cloud strategy is a felony
Love it or leave it, You better terraform
You better hit bull's eye, The dev's don't play
If there was a problem, Yo, you'll solve it
Check out this advert while JDP revolves it
Ops Ops Baby Vanilla, Dev Dev Baby Vanilla
Dev Ops Baby Vanilla, Ops Dev Baby Vanilla
Now that the business is jumping
With the AWS kicked in, the ec2's are pumpin'
Quick to deploy, to the point no stopping

Word to your
mother.



St Recruiters Say @recruiterbro · Jan 15

"There is stock available for employees. Yep, there really is a pot of gold at the end of the ruby rainbow" via @JonnyArnold89

Hi Jonny,

Did you get a chance to read my email a few days ago?

One thing I really ought to mention is that there is stock available for employees.

Yep, there really is a pot of gold and the end of the ruby rainbow

This could be perfect for you, because of your background.

That's why I want to talk to you about it before it's too late.

Email me back so we can set up a time to have a quiet chinwag..

Ahhh, the ruby
rainbow...
(Wait. Chinwag?)
Eww.



S#t Recruiters Say

@recruiterbro

Follow



On a scale of 1 to 10, you're a 9 and I'm the 1 recruiter you need.

9:00 AM - 30 Jul 2017

4 Retweets 21 Likes



Pick-up-line
sourcing.

Please don't be
this guy.





When in doubt, run it
by your hiring team.
How would *they*
respond?

10

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, with her fingers spread. Her eyes are squeezed shut, and her mouth is open in a wide, toothy grin, suggesting a mix of intense laughter and embarrassment. The background is a solid, muted blue.

Follow-up Fails



S...t Recruiters Say

@recruiterbro

Follow



"Hey, just wanted to circle back on that last email I sent to see if you have some time to ignore this one too." via [@StabbyCutyou](#)
[@miekg](#)

9:00 AM - 18 Aug 2017

4 Retweets 18 Likes



Passive-
aggressiveness.
Drives response
rates way up.



S[REDACTED] Recruiters Say

@recruiterbro

Follow



"Subject: just another developer role -
nothing to see here" via [@dan_abramov](#)
[@aforty](#)

Daniel, just another developer role - nothing to see here
Hey Daniel, Wanted to touch base again so please
excuse my persistence here but your experience looks...

9:00 AM - 8 Jun 2017

1 Retweet 10 Likes



Okay, cool...
delete



Shit Recruiters Say

@recruiterbro

Follow

"Would be great to hear back from you when you are completely through with any alligator related encounters first!" via

[@JonnyArnold89](#)

Hi Jonny,

Either you have been eaten by alligators or you are just plain swamped (Terrible pun intended!).

Would be great to hear back from you when you get chance, but only when you are completely through with any alligator related encounters first!

9:00 AM - 16 Jan 2018

1 Retweet 10 Likes



Alligators AND
bad puns.
#twofer



S██t Recruiters Say

@recruiterbro

Follow

"I haven't heard anything back from my previous emails; I hope you haven't been attacked by wild ostriches!" via [@bf0wle](#)
[@gabe_smith](#)

9:00 AM - 25 Jul 2017

2 Retweets 4 Likes



CHARLES
LEVICK

Aggressive birds.
Interesting
choice.

Benoit, is everything okay?

Spam x

00-ToMe x



to me

Hi Benoit,

Maybe my emails have fallen through the cracks, kind of like these ducklings:



Fortunately, things worked out with the ducklings who were rescued and reunited with their mother only a short time later. I'm really hoping that things might work out for us as well regarding the SRE role I had reached out to you about. I'm curious, if the right role came along what would that look like for you?

Baby ducklings in danger? Pulling out all the stops!

Do The Three Step.

- 1 Send initial outreach message.
- 2 A few days later, follow up to let them know that the team is still interested in speaking with them and that interviews have started.
- 3 A few days after that, send a simple “thanks anyway and please stay in touch” note.



1 - Short, targeted,
personalized initial
outreach message.



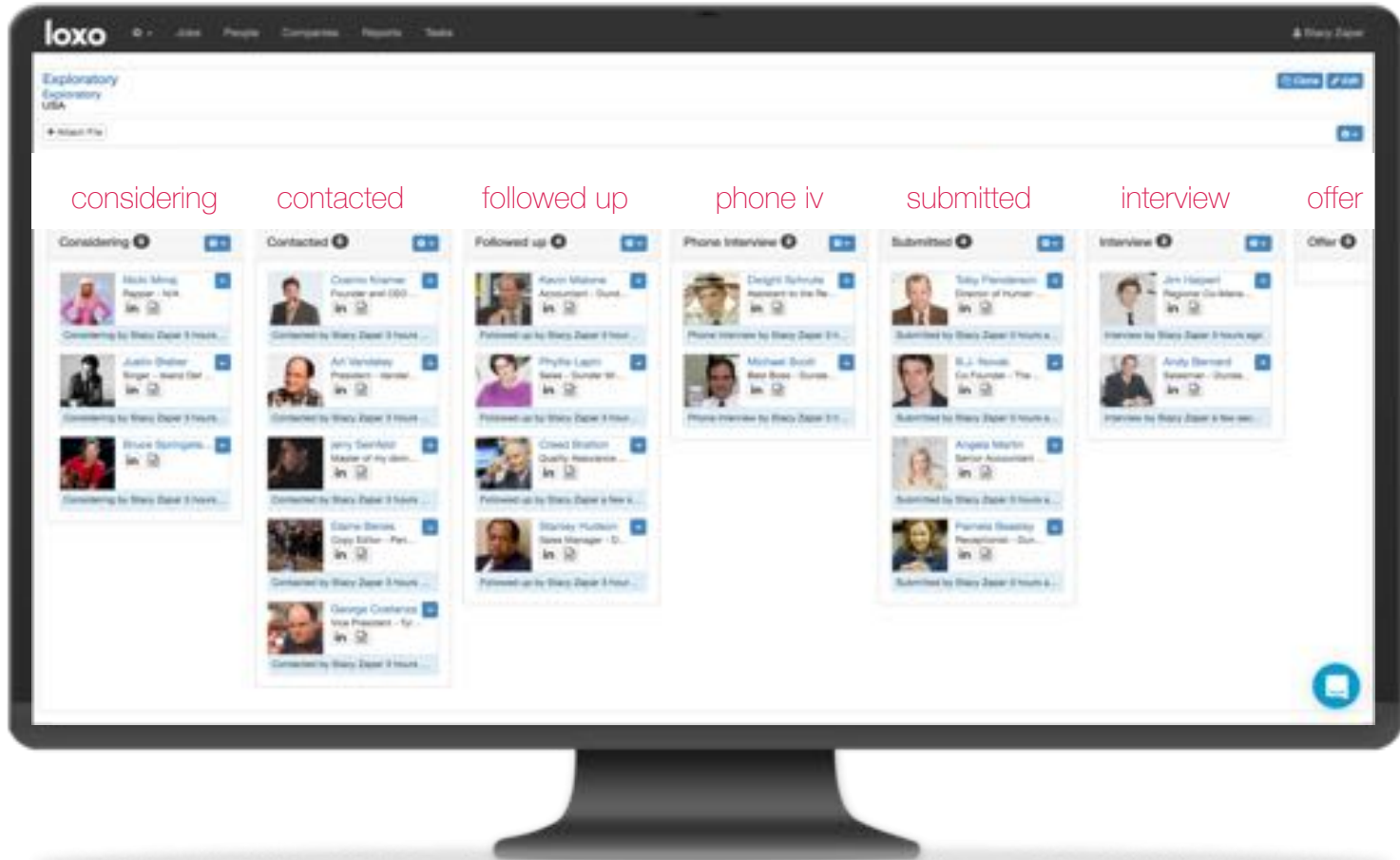
2 - Follow up message.



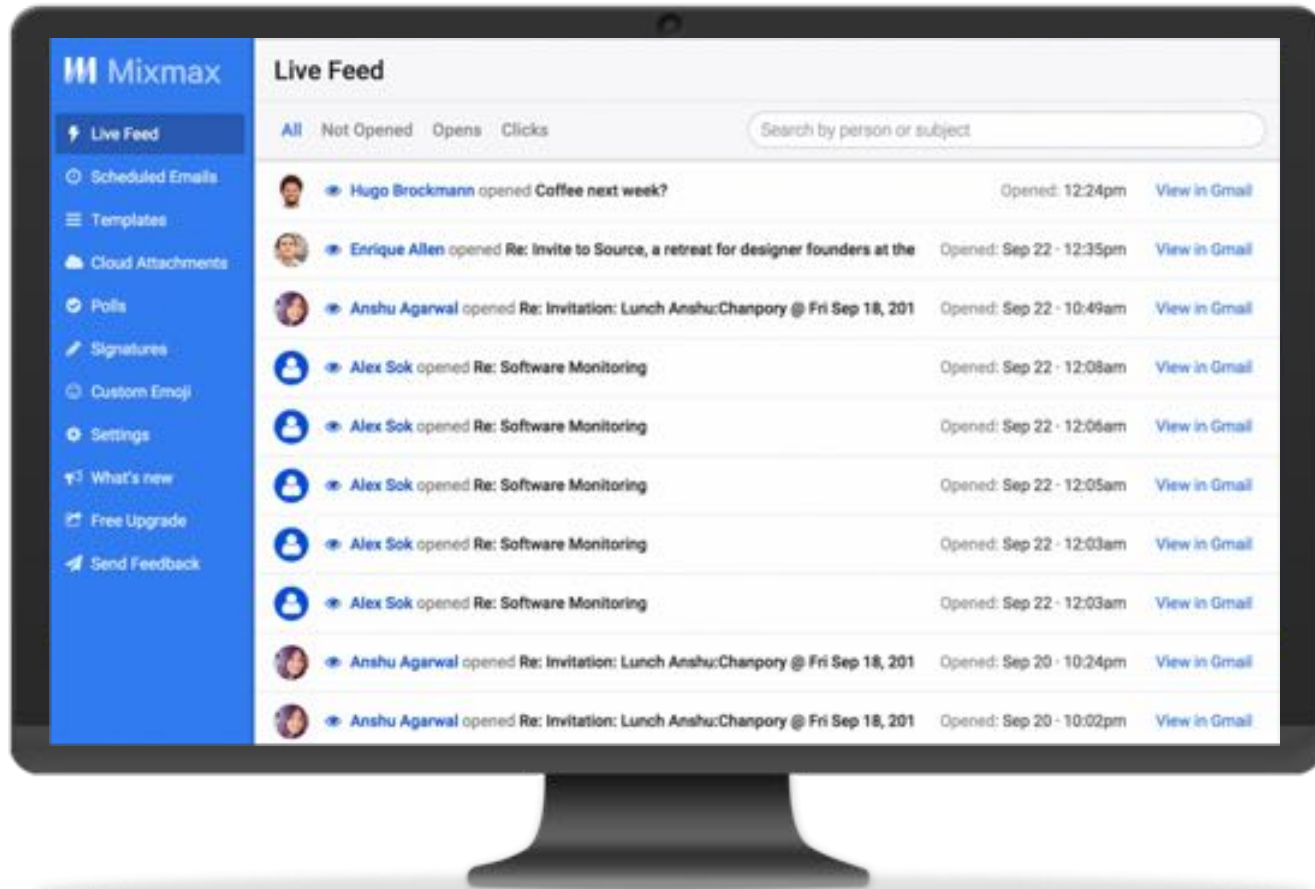
3 – Thanks anyway,
let's stay in touch
message.



Track follow-ups in your ATS, CRM or email.



Use an email tracking tool like Mixmax or Hubspot.



Remember, sometimes
it's the messenger...



A message from the hiring team
can work wonders.



11

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, with her fingers spread. Her eyes are squeezed shut, and her mouth is open in a wide, toothy grin, suggesting a state of intense emotion, possibly crying or laughing hysterically. The background is a solid, muted blue.

Barrier to Entry Fails



Beeza Geeza

@beeza Geeza

Follow



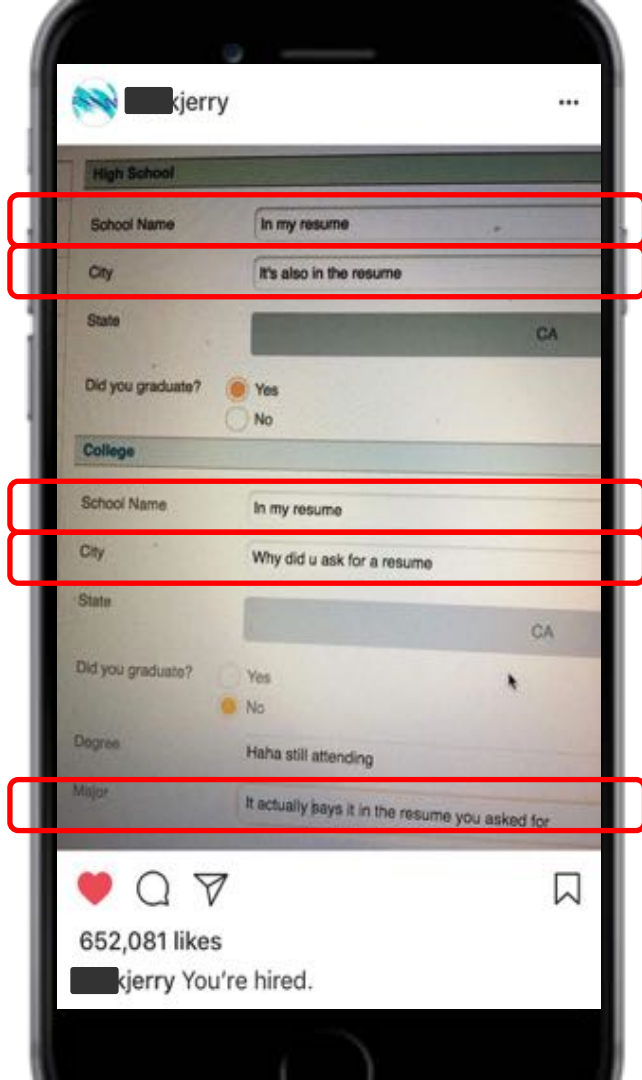
Dear [#Employer](#), if I've just attached a copy of my CV, why do I need to type out my entire work history again? [#JobAdFail](#)
[#RecruiterFail](#)

4:48 PM - 8 Nov 2012

2 Likes



Touché.



I'm sensing a pattern here.

When's the last time you
applied to one of your
own jobs?



Don't make sourced prospects
jump through hoops.



Even though you're sourced and not necessarily looking for a new job right now, please send me:

An updated resume

Your cell number

Three times that you're available to speak this week

Your salary expectations

Your work authorization status

Your answers to this skills questionnaire

A few referral candidates if you're not interested

Oh, and please also fill out our 20 minute online application...

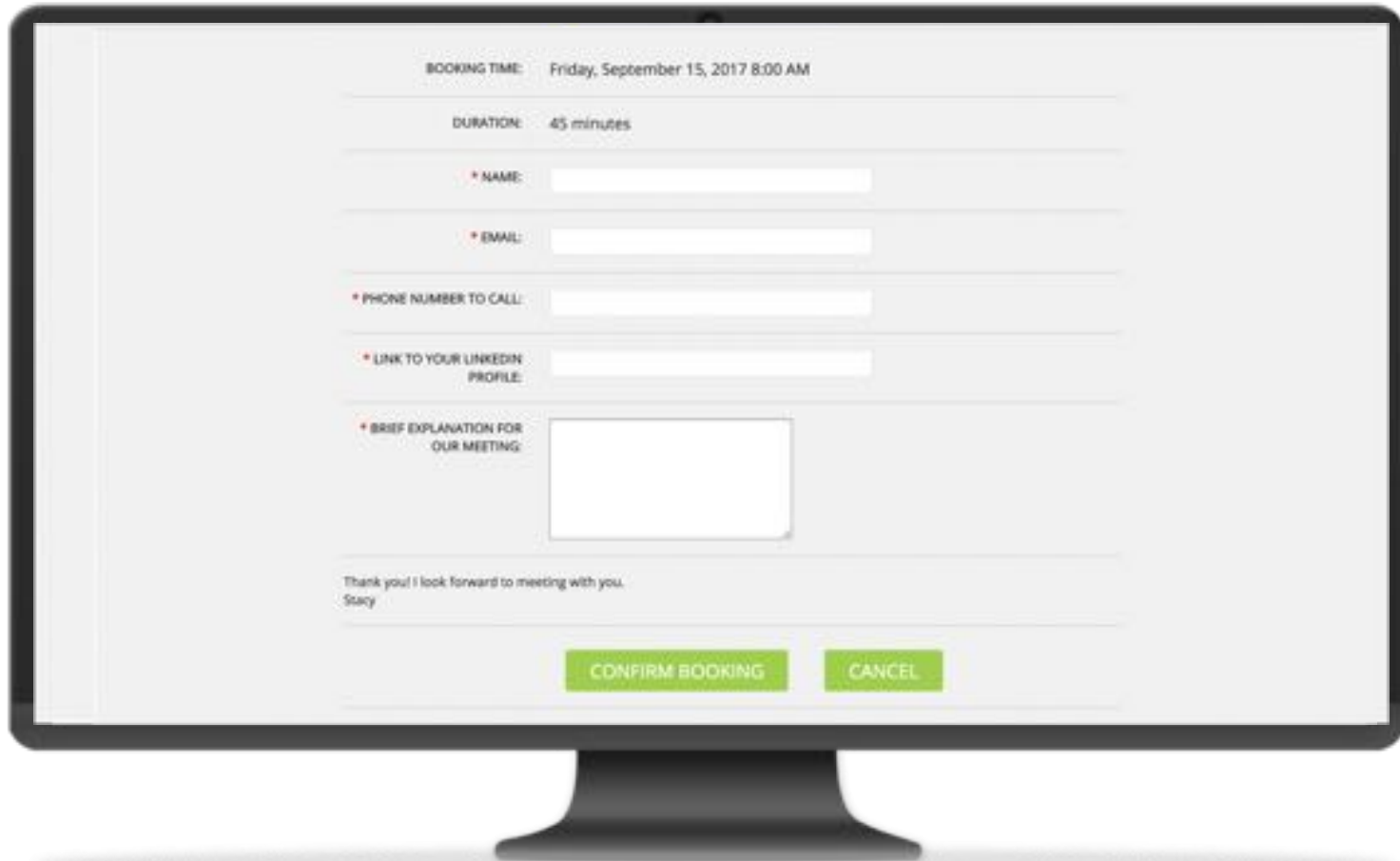


Remember:
Just get them on the phone.
Get the other stuff later.

Allow candidates to self-schedule.

[illegible]

Allow candidates to self-schedule.



BOOKING TIME: Friday, September 15, 2017 8:00 AM

DURATION: 45 minutes

* NAME:

* EMAIL:

* PHONE NUMBER TO CALL:

* LINK TO YOUR LINKEDIN PROFILE:

* BRIEF EXPLANATION FOR OUR MEETING:

Thank you! I look forward to meeting with you.
Stacy

CONFIRM BOOKING CANCEL

Try one of the many scheduling tools out there.

Youcanbook.me

Calendly

Mixmax

LinkedIn Scheduler



And show up /
be on time for the call...
please.





And now the
#1 complaint I heard
about Recruiters &
Sourcers...

12

A close-up photograph of a woman with long dark hair, wearing a light blue shirt. She is covering her face with both hands, with her fingers spread. Her eyes are squeezed shut, and her mouth is open in a wide, toothy grin, suggesting a mix of laughter and tears. The background is a solid, muted blue.

No Shows & Ghosting Fails



hey! i miss you. ❤️

hello?

?????

recruiter

candidate



Don't let candidates fall
into the recruiting
black hole.



Set expectations
and meet them.

“You’ll never go into
the weekend without
an update from me.”



Do your Friday
Feedback Blitz.



The big takeaway?
Treat your candidates
the way you'd like to
be treated and you
can't go wrong!



Thank you!

bit.ly/tta-slipups



Let's stay in touch!



@StacyZapar



linkedin.com/in/stacyzapar



facebook.com/groups/thetalentagency



thetalentagency.io



stacy@thetalentagency.io