



# LinkedIn Message Templates

**A few message templates for your RNR outreach efforts! Feel free to edit to your personal style of communication.**

Hi X,

I'm a recruiter part of the RNR network, we specialize in CPA recruitment.

I wanted to touch base with you this summer to see if you're open to a move? We work with public practice firms in (X location) and have a few Industry roles available. I'd love to know what you're looking for in a move and share roles we have!

Hi X,

Can I help you this summer to move to a stronger opportunity in public practice?

We work with various national and mid-sized firms in (X area) that offer (X salary / work-life balance / a growth track to more senior levels/ etc.) Happy to share more information with you if you are interested.

Hi X,

Hope you're doing well! I'm a CPA recruiter at RNR and we have X roles in (location/ exciting job details/ etc.)

With a profile like yours, you would be a great fit with the Employers we work with. I look forward to hearing from you.

## ***For a specific role***

Hi X,

Hope busy season went smoothly for you this year! I have X role that I think you'd be a good fit for, salary isn(X\$), (enticing job details here). Would this be a role you would consider?

I'd love to learn more on what you're looking for in a move and be in touch with future opportunities you might be interested in.



## TIPS

### **Personalize the message as much as you can!**

- Ex: Highlight their extensive experience in Audit/ Tax depending on the role you're sourcing for.
- Congratulate them if they passed the CFE, got fully CPA designated or completed courses, etc.

### **Leave a call to action. (Ask questions so they're forced to reply and accept!)**

- Ex: Let me know if you want to chat further, I'd love to share opportunities we have on a call when you're available. Give me a text/ call at (Number) if you're interested in learning more.

### **Keep the message short and concise! CPA's are busy and won't have time to read long messages.**

- Ex: Are you open to a move to a stronger opportunity? Would you be open to a move within public practice? Etc.
- I'm an RNR recruiter and we specialize in CPA recruitment within public practice, I'd love keep you updated on any roles you might be interested in. If you're open for a move, I'm happy to chat and learn more on what you'd be looking for.

### **Utilize LinkedIn Groups specifically CPA groups. Join multiple CPA groups and you are able to message all the members within the group without having to connect with them!**