

What Recruiters Actually Want

4 plays for landing your first role, from Chris Greene, founder of YoPro and ex agency VP at IPG and Omnicom

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PLAY 1

SEND THE FIFTH EMAIL

One email and silence is not a no. The person has a demanding job, a family, and an inbox they are losing to. Chris's clients feel deeply awkward by the fifth email, and that is usually the one that gets a reply. It almost always opens with an apology.

2

PLAY 2

FIVE SENTENCES, NOT THREE PARAGRAPHS

Seven sentences is the ceiling on a networking email. Five is the sweet spot. Know the one outcome you want before you start typing. School rewarded writing long. Nobody in a working inbox does.

3

PLAY 3

FIND THE THING THEY WROTE

One client could not find anything online about his contact, so they kept digging and turned up an article the man wrote ten years earlier. The opening question became how has your thinking changed since then. He got the job. Fifteen minutes of research.

4

PLAY 4

TAKE THE SERVER JOB

Bartender, server, lifeguard, nanny, caddy. Over half the people Chris works with came to him with no internship, and those are the ones landing jobs. These jobs teach communication under pressure, which is exactly what recruiters test for.

"If that's the one thing that you focus on in your career, you're gonna be successful. So many people stop after the first obstacle or the first email."

— Chris Greene, Founder of YoPro

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