FOR EXECUTIVES WITH NO TIME TO WASTE

The Reverse Recruiting Field Guide

Stop applying into the pile. Go straight to the people who can hire you, with a reason to talk, and let the Reverse Recruitment Hub carry the legwork.

IF YOU READ NOTHING ELSE

1. **Go around the pile, not through it.** A posted job is the end of a hiring process. Email the person you would report to, and the person above them, directly.
2. **Get there early.** Funding rounds, leadership moves and expansions signal hiring before a job is posted. When a posting does appear, reach the hiring manager within 48 hours.
3. **Ask for one small thing.** Keep outreach to 100–200 words and the subject line under eight words. Ask for direction or a short conversation, never for a job.
4. **The follow-up gets the reply.** Two brief follow-ups a few days apart, then a “no need to reply” note every couple of weeks, keeps you on the radar without pressure.
5. **Interviews test fit, not memory.** Bring three or four true stories, and questions that prove you have done your homework.

YOUR 20 MINUTES A DAY

- [ ] Open **Your turn**: only what needs you
- [ ] Say yes or no to the new roles and hiring signals
- [ ] Approve or edit today’s outreach
- [ ] Send the follow-ups that are due
- [ ] Answer anyone who replied, within 24 hours

YOUR FOUR MOVES IN THE HUB

1 · Approve roles. On **Opportunities**, press Yes, pursue on a role under review, or Not for me.

2 · Approve documents. Check the tailored résumé and cover letter, then tick Approved for application.

3 · Approve outreach. In **Outreach**, Approve, Send back with a note, or Skip this one.

4 · Keep people warm. In **Relationships**, work the list from the top: Replies to answer first, then Follow-ups due.

Nothing goes out under your name without your approval, unless you choose otherwise in Settings. The rest runs whether you log in or not.

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THE METHOD

Five moves, repeated every week

Reverse recruiting flips the search. Instead of waiting to be picked from a pile, you choose the company and open the conversation. Here is who does what.

Proactive
You create the opening instead of waiting for a posting.

Personal
A note to one named person beats a form sent to no one.

Simple
You start a conversation. You don't make the whole case in one email.

MOVE	YOU DO	THE HUB DOES
1 **Target**	Pick two or three titles. List 20–30 companies, tier them A, B, C, and say why each.	**Target Companies** holds the list; your "why" shapes every message. **Hidden Job Market** adds companies signalling a hire before any role is posted.
2 **Find the role**	Would you take it if offered tomorrow? If not, press Not for me and say why. Every no sharpens next week.	**Opportunities** is searched twice a day, and your target companies' career systems are swept daily. Each role is screened for level, location and fit before it reaches you.
3 **Map the people**	Confirm the names. Tell us who you already know there, or would rather not work for.	Finds up to eight people for each role: the person you'd report to, one level above, and the employer's own recruiters. Every contact lands in **Relationships**. Name someone you know and the first note becomes a referral ask.
4 **Reach out**	Read the draft. Edit anything that doesn't sound like you. Approve.	**Outreach** drafts each approach in your voice. Email sends from your own inbox once you approve. LinkedIn notes you paste in yourself; the card shows you how.
5 **Follow up and convert**	Reply within 24 hours. When a role is right, approve your documents.	Releases follow-ups when due. Approved roles get a tailored résumé and cover letter built from your master résumé, and our team submits the application.

THE WEEKLY RHYTHM

Twice a day
Market searched and screened

Monday
Hidden Job Market radar; fresh post ideas

Every day
Up to five new roles reach your board

Friday
Your week in review

Every day
Follow-ups released as they fall due

Sunday
Whole search refreshed

MOVE 1–3 · FIND

Get there before the crowd

The best roles are either not posted yet, or posted somewhere quieter than LinkedIn. Look where the crowd isn’t, then find the one person who owns the decision.

WHERE TO LOOK

Hiring signals. Funding, acquisitions, new products, leadership hires and exits. Watch Crunchbase, press releases, Google Alerts and LinkedIn posts.

Company career systems. Many roles sit on Workday, Greenhouse, Lever or Ashby days before they reach the big boards.

LinkedIn hiring posts. Managers often post “we’re hiring” before the job ad goes live.

Job alerts, set tight. Two or three exact titles, daily. Broad alerts bury you and get ignored.

WHO TO CONTACT, IN ORDER

1. **The person you’d report to.** Director, VP, Head of. Not HR.
2. **One level above.** Ask for advice on who is hiring, not for a job.
3. **Talent acquisition,** only when it helps.

Aim for three people per company, and space the notes over a few days.

FINDING AN EMAIL

Open their LinkedIn profile with the Apollo.io Chrome extension; Hunter.io or RocketReach as back-up. Prefer the company address, and verify it before you send.

SEARCH STRINGS TO COPY

LinkedIn posts (search, then filter to Posts)

```
(#Hiring OR "We're hiring" OR "Now hiring") AND
(Vancouver OR "Vancouver, BC") AND "VP Operations"
```

Company career systems, on Google

```
site:boards.greenhouse.io "VP Operations"
intext:"apply"
site:jobs.lever.co "VP Operations" canada
```

One company’s own site

```
site:company.com careers "Chief Operating Officer"
```

Skip the big boards

```
("We're hiring" OR "Join our team") AND "COO" -
site:linkedin.com -site:indeed.com
```

On Google, finish with **Tools → Past week** so you see only fresh postings.

`OR`	widens: any of these words
`AND`	narrows: all of these words
`NOT -`	excludes a word or a site
`"…"`	exact phrase
`site:`	search inside one domain

IN THE HUB

Target Companies · Add companies with a specific reason. Pause the ones you don’t want; pausing tells us something, deleting doesn’t.

Hidden Job Market · Each company arrives with its signal and the person who owns the hire. Press Reach out or Not for me, and add one line on why you fit.

Opportunities · Runs these searches for you every day, so the strings above are for when you want to hunt yourself.

MOVE 4–5 · REACH OUT

Write less. Ask for one thing.

Decision-makers read email on their phones between meetings. Ask for one small thing and you get an answer. Pitch, and you get archived.

ANATOMY OF A NOTE THAT GETS A REPLY

Subject: Question about Acme's EMEA expansion	**Under 8 words, specific, true**
Hi Dana,	**A name, always**
Ravi Patel suggested I reach out to you.	**How you found them, first**
Saw Acme is expanding into EMEA. At Northwind I opened three regional offices, all profitable in year one.	**One result, tied to their news**
Open to a 15-minute call? Here's my calendar, or send a couple of times that suit you.	**One ask, two ways to say yes**
Name · phone · LinkedIn URL	**Signature**

Illustrative example. Keep the whole note to 100–200 words.

SUBJECT LINES THAT WORK

Question about [Company]

[Role] – [Company]

Question for you, [First name]

Brief question about the [Department] team

[Mutual connection] suggested I reach out

Any insights on this – [Position]

LEAVE OUT

"Job application", "Please hire me", emojis, capitals, your résumé in prose, anything negative about a past employer, and templates copied word for word.

THREE SHORT NOTES FOR THREE MOMENTS

FIND THE RIGHT PERSON

Hi [Name], could you please point me to the right person to speak with about the [Role] at [Company]? Thanks!

CONFIRM THE HIRING MANAGER

Hi [Name], are you the hiring manager for the [Role] at [Company], please? [Referral] suggested I reach out.

WHEN THEY REPLY

That's great! Are you still considering candidates? My background in [area] fits what you need, and I'd welcome a short call.

FOLLOW-UP CADENCE

Day 0
Send the first note

Day 3
"Did you happen to see my note?"

Day 7
Second follow-up; add something useful. Then stop.

Every 2 weeks
Stay-on-the-radar note: "No need to reply."

Before you start: a name-based Gmail, warmed up for a week and tested at mail-tester.com. Send Tuesday to Thursday.

IN THE HUB

Outreach · Each draft waits for you with its follow-ups behind it. Edit the text if you like, then Approve, Send back with a note for a rewrite, or Skip this one.

Voice DNA · Your edits feed it, so each draft sounds more like you.

TWO MORE DOORS IN

Work the people, not just the postings

Recruiters and relationships don’t replace direct outreach. Both put someone on your side inside the process, and they are often how unposted roles find you.

RECRUITERS

They work for the employer. The employer pays the fee, typically 20–35% of first-year compensation, so you never pay a recruiter. Their job is to find a low-risk match for their client.

	CONTINGENCY	RETAINED
Paid	Only if their candidate is hired	Under an exclusive mandate
Roles	Mid-level to executive	C-suite, board, hard-to-fill
Pace	Fast; several firms may work one role	Precise; often 4–6 months

WORKING WITH THEM

- State your target role, compensation and non-negotiables up front.
- Reply quickly. Fast, clear candidates stay top of mind.
- Know where each one has submitted you.
- Make the career story easy to read on a quick scan; an unexplained gap or contract stretch reads as risk.
- Find them by searching LinkedIn for “[industry] recruiter”, or ask your network who placed them.

RELATIONSHIPS

Grow | **Engage** | **Activate** | **Leverage**

Identified → connected → in conversation → warm enough to ask for an introduction.

Openers that feel natural

- A shared school or former employer
- Their talk, article or post, and what you did with it
- A conference you both attended
- A named mutual connection
- “In the spirit of networking. No agenda.”

One or two coffee chats a week. Ask:

“What are the big priorities for your team right now?”

“What contributions matter most here at the moment?”

Once there is rapport: “Do you know of any upcoming roles or projects where my background could help?”

IN THE HUB

Headhunters · Search firms matched to your targets. Prioritise the ones you want approached; pass on the rest.

Relationships · Work the list from the top: Replies to answer, Follow-ups due, New connections, New people to meet, Keep-warm touches.

Opportunities · A card says when you already know someone at the company, with one press to ask for the introduction.

Content Studio · People look you up before they reply. Post ideas arrive each Monday, drafted in your voice.

CONVERT

Show them who you'd be on the team

By the interview, your skills are largely taken as read. The real question is what you'd be like to work with. Preparation should make you more yourself, not less.

PREPARE IN AN HOUR

1. Name three to five strengths from your proudest wins.
2. Attach a true story to each: the situation, what you did, the result.
3. Match two or three of the company's needs or values to those stories.
4. Choose one calming routine for the hour before.
5. Treat it as a conversation: listen, and ask follow-up questions.

Avoid: scripted answers, reciting your résumé, hiding your personality, and answering a different question from the one asked.

"WHY THIS ROLE?"

> "I've been following [Company]'s work in [area], especially [project]. What excites me is the chance to [contribution]. At [Previous Company] I did my best work when [related experience], and this is where I'd bring that next."

WHAT THE QUESTION IS REALLY ASKING

THEY ASK ABOUT	THEY'RE TESTING	SHAPE YOUR ANSWER
A tight deadline	Focus under pressure	Plan → steps → result
A mistake	Ownership	Admit → fix → safeguard since
A difficult stakeholder	People sense and delivery	Their view → the issue → outcome
Influence without authority	Persuasion	Their motives → options → buy-in
Your first 90 days	Planning	Quick wins → relationships → early metrics

QUESTIONS THAT PROVE YOU DID THE WORK

Pick three or four that matter to you.

- What are this role's priorities for the first few months?
- A year in, what would a glowing review say I achieved?
- Why is this position open, and what gap should it close?
- What do the people who thrive here have in common?
- What are your goals for this role, and how can I help?

IN THE HUB

Interviews · Log each one as it happens, including ones you found yourself. Press Request interview coaching when you want a rehearsal.

Opportunities · Cards move to In conversation and Offer, so your whole pipeline sits in one place.

Reports · What moved this week. After each interview, send a short stay-on-the-radar note.