

# MESSAGING EXAMPLES FROM RECRUITERS TO PROSPECT

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A M E R I C A ' S  
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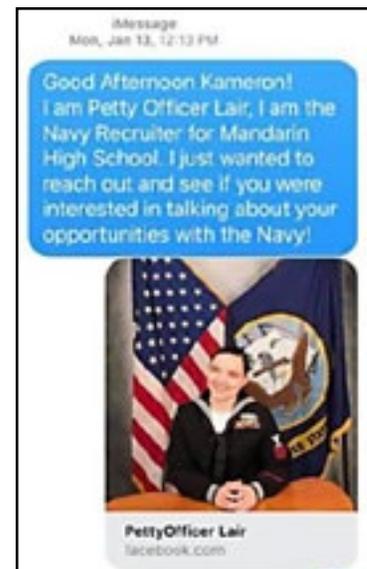
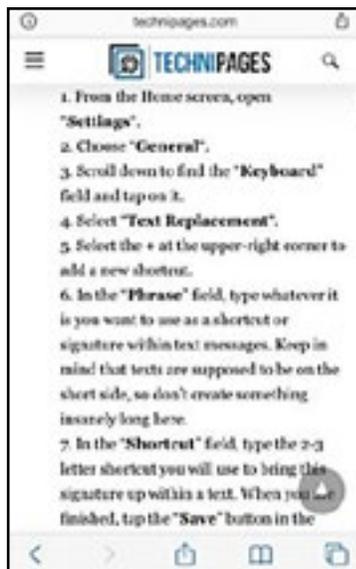
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## Best practices from your fellow recruiters in the field:

**Jacob De Long** – “Hi Carlos, have you ever considered a career with the Navy or Navy Reserves?”

**Petty Officer Gary Coit** – “Hey! It’s Gary Coit and I am the Navy Representative for the area. I am reaching out to people to see who might be interested in getting more information about the Navy or Navy Reserve. Is that something you would like more information about?”

**Petty Officer Lair** – I add how I received their information, like their ASVAB list, OA or I’ll say I’m the recruiter for their high school if it’s just a SR list. You can also create a “signature” or quick text that adds your Facebook into your text at the end.



**Jacob Zimmerman** – I just say “Navy?” If they respond it leaves me open to start selling, or they just say no. I tried a few different messages. That gets me the most activity when reaching out through messenger.

**Mark Hufanan** – Honestly, this approach works well and I have been doing something similar for a while. “Hey, I’m with the Navy. Need a job?” Short and sweet. The attention span of today’s society is not going to read an entire paragraph of introduction that you type out.

**Melioner Gacuya** – I send them a screenshot of my Facebook wall.

**Xiomara Flores** – Make sure you turn off your iMessages if you are sending out mass texts.

**Lauren Flowers** – Send a wave 🖐️ first. “Hey Carlos! Just reaching out to see if you were interested in some information about an opportunity to get incredible career training, travel around the world, receive free education and make some good money! We currently have positions offering \$40,000 bonuses! Let me know if you or someone you know is interested! Look forward to hearing from you!”

**Kash Lewin** – “Good afternoon, I’m looking for Carlos. My name is Kash and I’m with the U.S. Navy. I am offering life changing careers! Are you interested?”

**Edmond Santos** – “Hey, how’s it going? This is Edmond Santos with the United States Navy and the reason why I’m sending you a message is to see if you would be interested to get more information about career opportunities and benefits the Navy has to offer?”



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## Best practices from your fellow recruiters in the field (continued):

**Edward Lynd** – I don't like putting names in there. It leaves too much room to jack it up. I use this one to follow up with old leads. "Hello, this is Edward Lynd from Navy Recruiting Pacific Northwest. We're auditing our systems for older requests for information and we wanted to follow up with you to see if you had a chance to speak with a recruiter. Has a recruiter reached out to help you yet? If so, how did it go?"

**Michael Ward** – "Good afternoon, My name is Michael Ward with the U.S. Navy. I'm working out of North Dartmouth as the recruiting supervisor. I've got some career opportunities that can pay for college, send you around the world or have you back in your hometown doing a reserves program. If you want to go over the opportunities within the Navy, send me a message or give me a call at 401-256-6533 and we can talk about it. Hope to hear back from you soon."

**Po Taylor** – Don't be too wordy. Straight to the point - I start with the name in a text; "Michelle! I am following up in my records that at one point you had an interest in the Navy! Would you like to take a few moments to talk about Navy opportunities?" If they reply "yes" I put them in E-Talent (leads)

**Andrew Holcomb** – Google: US NAVY LINE SCORES

Click: 68 more rows

Show them the 9 sections of the ASVAB. Then tell them to study US NAVY PICAT QUIZLET. (Can turn a 16est into a 36-52 ASVAB). 121 Flashcards. Tell kids you are just trying to show them what career fields a simple test qualifies them for. Then let them get excited and put the ball in their court by making a top 10 list to show job flexibility. Then they are ready within 4-35 days. Works for me.

**Brandon Rollins** – "Hey how's it going?" When they say "who is this?" hit them with the <Name> Navy Recruiter in <location>. If they are interested they will talk to you. If not they may let you know. Either way, if they respond to your first message you know that they read your second message.

**Javier Rivera** –  "Hello, my name is Javier. I'm the Navy Counselor for the Elgin area. If you're looking for ways to pay for college or get an immediate job, feel free to visit our website <https://www.navy.com/careers> to see our job and education opportunities available to you."

**Jon Cottrell** – "Good evening (insert name here), this is Jon Cottrell, a United States Navy Talent Scout from (insert city here). Would you be interested in learning about the 70+ jobs available within the United States Navy and how they all will give you a steady paycheck with room for promotion, or how the Navy can pay your way through college?"

**Wendy McGill** – I have different ones based on who I'm trying to contact. If they have an ASVAB then I have a message about that. For general name lists on Facebook or text I use this a lot: "Hey how's it going? I'm one of the Navy's special programs representatives in the area. Would you be interested in learning more about the opportunities we have available for you in the Navy or Navy Reserves?"

**Jason Braley** – "Hi! My name is Jason Braley and I'm a Navy Career Counselor in Saratoga Springs. Have you ever thought about joining the Navy full or part time?" I've been using this for over a year and a half and works for the most part on Facebook.

**David Curry** – Following on with this, I work for Jason Braley. The most important thing we've found with the opening statement is the follow up. If you get a no, have a statement of appreciation ready and ask why they're not interested.

**John Cedar** –  "The United States Navy is seeking academically gifted individuals who are or have attended high school and/or universities in the Carolinas for careers in Naval Nuclear Power and Advanced Enlisted programs."



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\*Applicants must be U.S. citizens who are at least 17 years old but have not reached their 27th birthday by the date they enter training. Applicants must be of good moral character and consent to a nationwide police record search. (Applicants with felonies regardless of disposition will NOT be considered for these programs) Applicants must be academically a senior in high school or be a high school graduate. Applicants will be required to provide an official transcript from their high school and any university they have attended. Applicants must have successfully completed one full year of algebra in high school/college or higher qualifying math with a “C” grade or above. Applicants in advanced programs may receive bonuses up to \$40,000. Those accepted into the Naval Nuclear Power Program will receive an initial signing bonus of \$38,000 and are eligible for up to \$100,000 if they choose to stay in the Navy. Nuclear Field Sailors can earn up to 86 credits towards a bachelor’s of engineering degree and can apply for Naval Officer programs while attending school. Officer programs include STA-21, NROTC or the Naval Academy.

If you are interested in learning more about Advanced Navy Programs, a short telephonic interview consisting of basic eligibility questions is required. If you are qualified and after our phone interview you are interested in applying, we would set up a time to meet with you and your parents (if under 18 years old) so we can discuss more about what the Navy Nuclear Power Program consists of, what the advanced programs are, and what options you would have with the United States Navy.

Due in part to the sensitive subject matter of these fields and the high security clearance provided to Navy Nuclear Field Engineers with honorable service, applicants can look forward to rewarding civilian careers across a broad range of fields in the private sector. Some of these include technology, meteorology, nuclear power maintenance, production, administration, electrical, mechanical, or civil engineering, higher education, aviation, etc...

Respectfully,

Chief Cedar  
Advance Programs Liaison  
United States Navy.