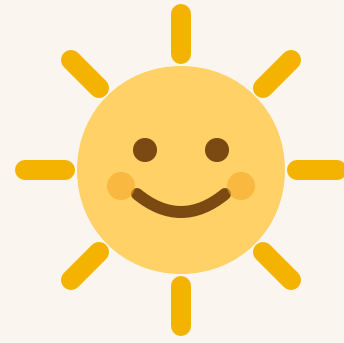


AI JOB SEARCH OS



Club Relaunch

Get back to work.

Outreach Sequences

AI Job Search OS · Workflow 3

Part of the AI Job Search OS kit



Applying through a job portal puts you in a pile of hundreds. A short, personal message to a real human puts you in a conversation. This workflow helps you find the right people, write messages that sound like you (not a robot), and follow up on a schedule — without ever mass-blasting anyone.

Finish this and you'll have: a contact queue with sent messages and follow-up dates logged in your tracker.

Inputs you need

- Your target-role brief from Workflow 1.
- Your tailored resume from Workflow 2 (so you have something real to point to).
- A list of 10–15 target companies — the ones from your shortlist, plus companies you admire that don't have postings up right now.

Step 1 — Identify who to contact (20 minutes)

For each target company, find 1–2 real people. In order of warmth:

1. **People you actually know** — former coworkers, old managers, classmates, neighbors who work there. Warmest possible.
2. **Second-degree connections** — people connected to someone you know (LinkedIn shows this). Ask your mutual contact for an introduction first.
3. **The hiring manager or team lead** — the person who would be your boss. Their title is usually in the posting or on the company's team page.
4. **Someone on the team** — a peer-level employee in the department. Easier to reach than a manager, and they know what the job is really like.

Example — Maria is applying to Brightline Wellness. She finds: - Priya S., a former coworker from the skincare startup, now a senior designer at Brightline (warm — category 1) - Daniel K., the email marketing manager at Brightline — likely the hiring manager (category 3) - Jess T., a content writer on the Brightline marketing team (category 4)

Privacy note: you're only looking at public professional profiles here. Don't share anyone's personal contact info you happen to find — use the platform's messaging.

Step 2 — Draft three message types (20 minutes)

There are three kinds of outreach, and the template pack (`templates/` folder) has copy-paste starting text for each. Here's what they look like, personalized for Maria:

Warm (to Priya, the former coworker):

Hi Priya — hope you're doing well! I saw you landed at Brightline Wellness, congrats. I'm job searching after leaving [skincare startup], and I just applied for the email marketing specialist role there. Would you be open to a quick 15-minute chat about what the team is like? No worries at all if you're swamped. Either way, great to see you're there!

Cold (to Daniel, the hiring manager):

Hi Daniel — I just applied for the email marketing specialist role on your team and wanted to introduce myself briefly. I'm Maria R., an email marketer with 6 years of experience — most recently at a skincare startup where I grew our list from 12,000 to 40,000 subscribers. I noticed Brightline just launched a subscription line, which is exactly the kind of lifecycle work I love. Happy to share a couple of relevant campaign examples if useful.

Referral request (to a mutual connection, asking for an intro to Jess):

Hi [Name] — I see you're connected to Jess T. at Brightline Wellness. I'm applying for a role on their marketing team — would you feel comfortable making a quick intro? Totally understand if you'd rather not; no pressure either way. Happy to send you a two-line blurb to forward.

Notice what every message has: one specific detail (the subscription line launch, the list growth numbers, the shared history). That's what makes it personal.

Have the AI chat tool help draft yours. (An AI chat tool — like ChatGPT, Claude, or Gemini — is a website where you type questions and get written answers.) Use the template pack text as your starting point and paste:

Draft a cold outreach message for me to send on LinkedIn. My background: [2–3 sentences from your brief]. The person: [name, title, company]. One specific detail about them or the company: [the detail]. Keep it under 120 words, friendly and plain-spoken, no buzzwords. End with a low-pressure offer, not a demand.

Step 3 — Personalize every message (15 minutes)

Take each AI draft and add or fix the human parts:

- The **specific detail** — something real you found: a product launch, a post they wrote, a shared connection, a company value that matches your experience.
- Your **real numbers** — the verified ones from Workflow 2's truthfulness check. Never let the AI invent these.
- The **tone** — read it out loud. If it sounds like a sales email, rewrite it until it sounds like you.

Truthfulness note: the same rule from Workflow 2 applies here. Don't claim a connection you don't have ("we met at..." when you didn't), don't inflate your role, and don't pretend you applied if you haven't.

Step 4 — Send follow-ups on a schedule

Most replies come from follow-ups, not first messages. Here's the schedule:

- **Day 0:** Send the first message.
- **Day 7 (Follow-up 1):** If no reply, send one short nudge:

Hi [Name] — just floating this back up in case it got buried. Still interested in [the role / a quick chat] if the timing works. No worries if not!

- **Day 21 (Follow-up 2):** If still no reply, one last note, then move on:

Hi [Name] — I'll stop here so I'm not a pest. If anything changes on your end, I'm easy to reach. Wishing you and the team well.

After follow-up 2 with no reply, stop. No fourth message. Persistence is professional; pestering isn't.

Step 5 — Log everything in the contact queue

Add a second sheet (or section) to your tracker with these columns:

Name	Company	Relationship (warm/cold/ referral)	Date sent	Follow- up 1 date	Follow- up 2 date	Reply?	Notes
Priya S.	Brightline Wellness	Warm	9/24	10/1	—	Yes — call 10/3	She offered to refer me
Daniel K.	Brightline Wellness	Cold	9/24	10/1	10/15	No	Stop after FU2

Your weekly target from the Start Here rhythm: **5 new people per week**. Small, steady, personal.

Quality gate — check before moving on

- ☐ Every person on my list is a real individual I researched — no purchased lists, no mass messaging.
- ☐ Every message contains at least one specific detail about the person or company.
- ☐ Every number or claim in my messages passed the truthfulness check in Workflow 2.
- ☐ Each contact has follow-up 1 and follow-up 2 dates scheduled and logged.
- ☐ I'm prepared to stop after follow-up 2 with no reply.

Output

- **Contact queue** — every outreach target logged with the message sent, follow-up dates, and replies.
- **Sent messages** — saved copies of what you actually sent (screenshot or paste into your tracker notes).

Outreach is a numbers game played slowly: 5 thoughtful messages a week will outperform 50 generic ones. When replies turn into interviews, open `club-relaunch-interview-prep.pdf`.