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## How to Write the Perfect Job Offer Letter Email

### First, make a verbal offer

The fastest way to get in touch with the candidate is by calling them to deliver the good news. Do this before sending your offer letter email as a verbal offer creates a more personal connection between the company and the candidate.

If expressions of interest are given by the candidate, inform them that an official offer letter containing more details will be sent to their email inbox.

### Use a descriptive subject line

A simple, catchy and informative email subject line will hook a candidate into opening the email and reading its contents. Limit the subject line to under 50 characters while stating a clear intention to offer the candidate the relevant job position and include the company name as well. A brilliant offer letter email subject line might look something like:

- Offer from [Company Name]
- [Company Name] Job Offer
- Your Offer from [Company Name]
- Job Offer from [Company Name]

### Attach helpful documents

The purpose of an offer letter is to provide candidates with all the information needed for them to make a decision between accepting or declining the offer.

Take advantage of the ability to attach other relevant, supplementary documents to your email to help keep your email short and sweet to entice the candidate to accept. For example, you can include the company policies, employee benefits information, compensation plans, and other important documents needed to be signed by an employee before their start date.

Be sure to provide just enough documents to help a candidate determine whether the role and company is a good fit for them.



[Company Logo Delete or Replace]

## Send the offer letter as an email attachment

If you intend to send a PDF version of your employment offer letter as an email attachment, make sure you write a brief message for the email body. With an enthusiastic tone celebrating their successful application, let the candidate know that the official offer letter is attached to the email. Here is a customisable template for the body of your offer letter email:

Dear [Candidate First and Last Name],

Congratulations on your offer from [Company Name]! We are delighted to offer you the position of [Job Title] with an anticipated start date of [start date].

As discussed [over the phone, during your interview, etc.], please find attached your detailed offer letter. If you choose to accept this offer, please sign, scan, and email your letter to me at [email address] by [decision deadline].

[If you are attaching other documents that need to be read and signed, mention those here].

In the meantime, please do not hesitate to reach out to me by email or call me directly at [your phone number] should you have any questions or concerns.

We look forward to hearing from you and hope you'll join our team!

Best regards,

[Your Name]

[Your Job Title]

[Your Email]

[Your Phone Number]

## Send the offer letter in the body of an email

If you intend to send the offer letter in the body of an email, as opposed to an attachment, place your entire offer letter into the email so that the candidate will see the complete offer immediately upon opening the email.

You should include in your email:

- Job details



[Company Logo Delete or Replace]

- Contingencies, where applicable
- Compensation and Benefits
- Deadline for accepting or declining the offer
- Your contact details

**Here is a sample email offer letter to assist you in creating a suitable one for your company:**

Email Subject Line: Your Offer from Company ABC

Email Message:

Dear Felix Navarro,

We are excited to be offering you a full-time position as a Graphic Designer at Company ABC, reporting directly to our Art Director, Sarah Greene. Based on your experience, interviews, and design portfolio, we are looking forward to seeing how you will take our brand messaging to the next level.

Per your conversation with Marvin Yates, we'd like to offer you an annual starting salary of £32,000 paid out on a monthly basis via direct deposit.

If you decide to accept this role, your anticipated start date will be March 12, 2019 at our 1234 London Road location. You will be expected to work 40 hours per week, Monday through Friday with the option to work remotely up to two days per week. Please find attached an updated copy of the job description to familiarize yourself with some of the position's duties and responsibilities.

As an employee of Company ABC, you will also have access to our comprehensive benefits program, which includes unlimited vacation days, health insurance and attractive pension scheme. I have attached the full details of the benefits we offer for you to look over.

Your employment is on a contractual basis for a period of 12 months subject to renewal. There is a 1 month termination notice required should you wish to leave your employment with Company ABC.

To accept this offer, please email me at [emma.smith@email.com](mailto:emma.smith@email.com) by March 02, 2019 and I will get you started with the rest of the onboarding process.



[Company Logo Delete or Replace]

We are excited about the possibility of you joining Company ABC! If you have any questions, please contact me directly via phone or email.

Sincerely,

Emma Smith  
Hiring Manager  
emma.smith@email.com  
01234567890

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