

HR02 · STEP 2 · INTERIM

Sourcing Outreach Copy

Channel-Specific Outreach Variants

Side-by-side InMail, email, social, and follow-up copy that preserves approved role facts while adapting length, tone, and call to action for each channel.

ABOUT THIS DOCUMENT

This is a **sample** deliverable from the **Sourcing Outreach Copy** workflow (HR02) in AGASI AiOS. It shows the expected structure and tone. All names, numbers, and facts are **fictional**.

Channel-Specific Outreach Variants - Senior Data & AI Consultant

Side-by-side outreach copy adapted from the Northbridge role brief for InMail, warm email, social, and follow-up use.

SOURCE BOUNDARY

All variants use approved role facts only: Northbridge Advisory Partners, Data & AI Advisory, financial services and insurance client work, Azure AI, production GenAI, C-suite advisory, and the 3-days-in-office hybrid model.

Channel	Audience Use	Subject or Hook	Message	Personalization Placeholder	Review Note
LinkedIn InMail	First contact with passive senior consultants or in-house tech leads.	Data & AI advisory role at Northbridge	Hi [Candidate Name], I am reaching out about a Senior Data & AI Consultant role with Northbridge Advisory Partners. The work sits in the Data & AI Advisory practice and focuses on helping financial services and insurance clients move practical GenAI use cases into production. [Add one verified, work-relevant reason for outreach based on the candidate's public profile or prior interaction.] Would you be open to a short conversation?	[Add one verified advisory, Azure AI, GenAI delivery, RAG, certification, or C-suite stakeholder signal.]	Lead with advisory context before technical depth; stay under the channel limit.
Warm Email	Prospect with enough context for a fuller role explanation.	Senior Data & AI Consultant - advisory and production GenAI	Hi [Candidate Name], Northbridge Advisory Partners is hiring a Senior Data & AI Consultant for its Data & AI Advisory practice. The role combines client advisory, Azure AI delivery, and production LLM or GenAI work for financial services and insurance clients. The profile calls for 5+ years in professional services or tech consulting, Python depth, C-suite stakeholder management, and active Azure Data Engineer or Azure AI Engineer certification. The role follows a 3-days-in-office hybrid rhythm.	[Add one verified work-relevant reason this opportunity may connect to the candidate's background.]	Use when the recruiter can explain both advisory scope and must-have criteria.
Social Copy	Public post for recruiter network and talent community sharing.	Hiring: Senior Data & AI Consultant	Northbridge Advisory Partners is hiring a Senior Data & AI Consultant for its Data & AI Advisory practice. This role supports financial services and insurance clients moving LLM and GenAI use cases from pilots to production, with a focus on Azure AI, Python, C-suite advisory, and accountable delivery. Hybrid role: 3 days in office. Contact the Talent Acquisition Lead to learn more.	Not used for public post; candidate-specific claims should stay out of broad social copy.	Factual public version; no client names, compensation, or promotion claims.
Follow-Up	No reply after initial InMail or email.	Following up on Northbridge Data & AI Advisory	Hi [Candidate Name], following up on the Senior Data & AI Consultant role at Northbridge Advisory Partners. The reason I thought it may be relevant is the mix of client advisory, production GenAI delivery, and Azure AI work across financial services and insurance clients. [Reference the same verified signal used in the first message, without adding a new assumption.] If useful, I can send a concise role overview.	[Reference the same verified signal used in the first message, without adding a new assumption.]	Restates role value without implying the candidate is actively looking.

NEXT STEP

Advance these variants into brand review before cohort personalization. The role facts are cleared, but each individual candidate observation must remain recruiter-owned and verified before sending.