

Recruiter's WARN Outreach Checklist

Step-by-step workflow for converting layoff notices into hires

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Pre-Outreach Research Phase

Complete these steps before making contact. Good research makes the difference between cold outreach and warm conversations.

- Review WARN filing details (effective date, employee count, location)
- Identify affected department using CaliforniaWarn predictions
- Research company via LinkedIn, news, Crunchbase
- Find internal recruiters and hiring managers
- Identify 3-5 likely hiring destinations
- Prepare customized pitch

Timing Matters: Best results come from reaching out 7-14 days before the effective date, or 3-5 days after separation.

Initial Outreach (Days 1-7)

First contact sets the tone. Be professional, empathetic, and specific.

- Send personalized LinkedIn message or email
- Reference specific company and role
- Highlight immediate opportunities
- Provide 2-3 concrete next steps
- Log contact in CRM

Follow-Up Sequence (Days 8-30)

Persistence pays. Most placements happen after 2-3 touches.

- Day 8: Send follow-up if no response
- Day 15: Final LinkedIn message with call-to-action
- Day 22: Email with market insights
- Day 30: Last touch, then passive pipeline

Timing Reference

Phase	Timing	Rationale
Early Awareness	Days 1-14	Low competition
Active Search	Days 15-45	PRIME WINDOW
Pre-Separation	Days 46-60	Urgency increases