

Obsidian Folder Structure for Recruitment Cold Email Campaigns

Root Folder Structure

Recruitment-Sales-System/

00-SYSTEM/

01-CLIENTS/

02-TEMPLATES/

03-CAMPAIGNS/

04-LEADS/

05-ANALYTICS/

06-RESEARCH/

07-ARCHIVE/

00-SYSTEM/ - Core Documentation & SOPs

00-SYSTEM/

Recruitment_Delivery_Protocol.md (your main SOP)

Campaign_Workflow.md

Lead_Qualification_Criteria.md

Success_Metrics_Dashboard.md

Quality_Control_Checklist.md

Purpose: Single source of truth for your process. Reference docs that rarely change.

Key File Example: `Campaign_Workflow.md`

markdown

Campaign Workflow

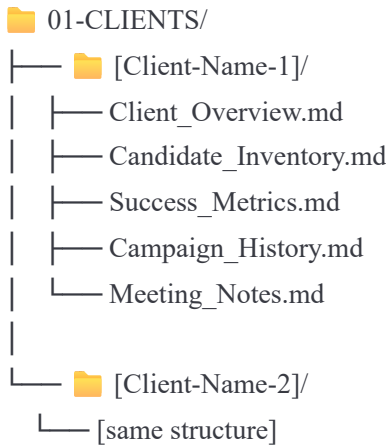
Daily Operations

- [] Import Apollo data to 04-LEADS/raw-data/
- [] Update campaign performance in 05-ANALYTICS/
- [] Review responses in 03-CAMPAIGNS/[campaign-name]/responses/
- [] Iterate templates based on performance

Weekly Reviews

- [] Analyze response patterns with Claude
- [] Update A/B test results
- [] Refine targeting parameters

01-CLIENTS/ - Individual Client Management



Client_Overview.md Template:

markdown

Client: [Agency Name]

Client Profile

- ****Onboarding Date:**** YYYY-MM-DD
- ****Primary Contact:**** Name, Email
- ****Revenue Goal:**** X placements/month
- ****Target Industries:**** List
- ****Geographic Focus:**** Locations

Current Candidate Inventory

[[Candidate_Inventory]] - Link to detailed inventory

Active Campaigns

- [[Campaign-Client1-TechRoles-2024Q4]]
- [[Campaign-Client1-SalesRoles-2024Q4]]

Performance Summary

- ****Total Placements:**** X
- ****Interview Presentations:**** Y
- ****Active Conversations:**** Z
- ****Best Performing Message Type:**** [Template Name]

Notes & Insights

- What's working:
- What needs adjustment:

02-TEMPLATES/ - All Email & Messaging Templates

📁 02-TEMPLATES/

├─ 📁 01-Initial-Outreach/

- | └─ Candidate_Specific_Outreach.md
- | └─ Volume_Hiring_Approach.md
- | └─ Urgent_Hiring_Solution.md
- | └─ Industry_Specific/
 - | └─ SaaS_Engineering.md
 - | └─ FinTech_Compliance.md
 - | └─ HealthTech_Clinical.md

├─ 📁 02-Follow-Ups/

- | | — Email_2_Value_Add.md
- | | — Email_3_Social_Proof.md
- | | — Email_4_Direct_Offer.md
- | | — Breakup_Email.md
- |
- | — 03-Subject-Lines/
- | | — Subject_Lines_Library.md
- | | — AB_Test_Results.md
- |
- | — 04-Response-Handlers/
- | | — Positive_Response.md
- | | — Not_Right_Now.md
- | | — No_Budget.md
- | | — Referral_Request.md

Template File Example: Candidate_Specific_Outreach.md

markdown

Template: Candidate-Specific Outreach

Current Version: v2.3

Last Updated: 2024-11-14

Performance: 4.2% response rate (as of 2024-11-10)

Subject Line Options

1. {{role_type}} candidate - {{experience_level}}
2. {{years}}y {{role_type}} from {{notable_company}}
3. Available: {{role_type}} specialist

Best Performer: Option 1 (5.1% open rate)

Body Template

Hey {{first_name}},

Noticed {{company}} has been posting for {{specific_role}} positions.

Working with a recruiter who has a strong {{role_type}} candidate with {{years}} years
{{specific_technology/industry}} experience - exactly the profile you've been looking for.

Previously worked at {{similar_company}} and just became available. Worth a quick intro if you're
still actively hiring?

Best,

{{sender_name}}

Variables to Populate

- `{{first\_name}}` - Decision maker first name
- `{{company}}` - Company name
- `{{specific\_role}}` - Exact job title from posting
- `{{role\_type}}` - Role category (Engineer, Sales, Marketing)
- `{{years}}` - Years of experience
- `{{specific\_technology/industry}}` - Key skill/industry
- `{{similar\_company}}` - Recognizable brand name
- `{{sender\_name}}` - Your name

Performance Data

Date Range	Sent	Response Rate	Positive %	Meetings Booked
----- ----- ----- ----- -----				
2024-10-01 to 10-31	500	3.8%	52%	6
2024-11-01 to 11-14	300	4.2%	58%	5

What's Working

- Mentioning "just became available" creates urgency
- Specific technology/industry match improves relevance
- Keeping under 60 words maintains readability

To Test Next

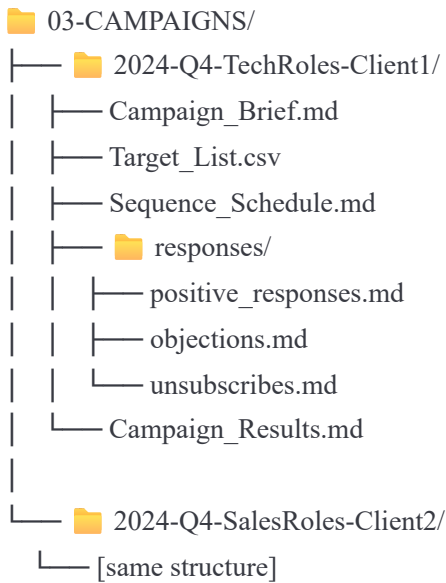
- [] Add specific salary range mention
- [] Test "available for interviews next week" timeline
- [] Experiment with candidate location mention

Version History

- **v2.3** (2024-11-14): Removed "I hope this finds you well" opener
- **v2.2** (2024-11-01): Changed "recently available" to "just became available"

- **v2.1** (2024-10-15): Added specific technology mention
- **v2.0** (2024-10-01): Major rewrite focusing on urgency

03-CAMPAIGNS/ - Active & Completed Campaigns



Campaign_Brief.md Template:

markdown

Campaign: 2024-Q4-TechRoles-Client1

Campaign Overview

- **Client:** [[Client-Name-1]]
- **Launch Date:** 2024-11-01
- **Status:** Active
- **Template Used:** [[Candidate_Specific_Outreach]]

Target Profile

- **Role Types:** Software Engineers, DevOps, Data Engineers
- **Seniority:** Mid to Senior (5-10 years)
- **Industries:** SaaS, FinTech
- **Company Size:** 50-500 employees
- **Geographic Focus:** US, Remote-friendly

Pain Signals Targeted

- [] Multiple postings same role
- [x] Extended job posting duration (60+ days)
- [x] Recent funding (Series A/B)
- [] New VP Engineering hire

Campaign Sequence

1. **Email 1** (Day 0): [[Candidate_Specific_Outreach]]
2. **Email 2** (Day 4): [[Email_2_Value_Add]]
3. **Email 3** (Day 11): [[Email_3_Social_Proof]]
4. **Email 4** (Day 18): [[Email_4_Direct_Offer]]

Success Metrics

- **Target Response Rate:** >3%
- **Target Positive Rate:** >50%
- **Target Meetings:** >10
- **Target Placements:** 1-2

Current Performance (as of 2024-11-14)

- **Total Sent:** 1,000
- **Response Rate:** 4.1%
- **Positive Responses:** 24 (58%)
- **Meetings Booked:** 8
- **Interviews Scheduled:** 3

Key Learnings

- VP Engineering responds better than Hiring Managers
- "Just became available" urgency language performs well
- Companies with 100-250 employees most responsive

04-LEADS/ - Lead Data & Management

```
04-LEADS/
├── raw-data/
│   ├── apollo_export_2024-11-14.csv
│   ├── apollo_export_2024-11-07.csv
│   └── linkedin_scrape_2024-11-10.csv
├── qualified-leads/
│   ├── A_Grade_Leads.md
│   ├── B_Grade_Leads.md
│   └── C_Grade_Leads.md
└── lead-intelligence/
    ├── Company_Research_Notes.md
    └── Decision_Maker_Intel.md
```

A_Grade_Leads.md Template:

markdown

A-Grade Opportunities

Qualification Criteria

- Active hiring for roles matching our candidate inventory
- Decision maker confirmed and responsive
- Timeline: immediate to 30 days
- Budget confirmed for external recruiting
- Multiple hiring needs (ongoing relationship potential)

Active A-Grade Leads

TechCorp Inc.

- **Decision Maker:** Jane Smith, VP Engineering
- **Contact:** jane.smith@techcorp.com
- **Status:** In conversation
- **Hiring Need:** 3 Senior Engineers, 2 DevOps
- **Timeline:** 30 days
- **Budget:** Confirmed 20% fee
- **Campaign:** [[2024-Q4-TechRoles-Client1]]
- **Next Action:** Send candidate profiles by 2024-11-20
- **Notes:** Mentioned they've struggled with last 2 hires. Prefers candidates with fintech experience.

DataSolutions LLC

- **Decision Maker:** Mike Johnson, CTO
 - **Contact:** mjohnson@datasolutions.io
 - **Status:** Meeting scheduled 2024-11-18
 - **Hiring Need:** 2 Data Engineers
 - **Timeline:** Immediate
 - **Budget:** To be discussed
 - **Campaign:** [[2024-Q4-TechRoles-Client1]]
 - **Next Action:** Prepare candidate deck for meeting
 - **Notes:** Fast-growing Series B company, recently raised \$20M
-

05-ANALYTICS/ - Performance Tracking & Optimization

```

└─ 05-ANALYTICS/
    └─ Master_Performance_Dashboard.md
    └─ ab-tests/
        └─ Subject_Line_Tests.md
        └─ Opening_Line_Tests.md
        └─ CTA_Tests.md
    └─ response-analysis/
        └─ Positive_Response_Patterns.md
        └─ Objection_Patterns.md
        └─ Best_Practices_Emerging.md
    └─ monthly-reports/
        └─ 2024-10-Report.md
        └─ 2024-11-Report.md
```

Master_Performance_Dashboard.md Template:

markdown

Master Performance Dashboard

****Last Updated:**** 2024-11-14

Overall Metrics (Last 30 Days)

Metric	Target	Actual	Status
Total Emails Sent	3,000	2,800	🟡
Response Rate	>3%	4.1%	🟢
Positive Response %	>50%	58%	🟢
Meetings Booked	>30	28	🟡
Interviews Scheduled	>15	12	🟡
Placements	>3	2	🟡

Performance by Template

Template	Sent	Response Rate	Positive %	Meetings
[[Candidate_Specific_Outreach]]	1,200	4.2%	60%	15
[[Volume_Hiring_Approach]]	900	3.8%	55%	9
[[Urgent_Hiring_Solution]]	700	4.5%	62%	11

****Winner:**** Urgent_Hiring_Solution (4.5% response rate)

Performance by Target Segment

Segment	Response Rate	Notes
Series A/B Companies	5.2%	Best performer - hiring urgency high
100-250 Employees	4.8%	Sweet spot size
500+ Employees	2.1%	Slower decision process
VP Engineering	5.5%	Best decision maker title
HR/Talent Acquisition	3.2%	Often gatekeeper, not decision maker

Top Performing Variables

Best Subject Lines (Open Rate)

1. "Senior Engineer - 8y SaaS experience" - 6.2%
2. "DevOps specialist from AWS" - 5.8%
3. "Available: Full-stack engineer" - 5.1%

Best Opening Lines (Response Rate)

1. "Noticed [company] has been posting..." - 4.5%
2. "Saw your recent hiring for..." - 4.2%
3. "Been tracking [company]'s growth..." - 3.8%

Best CTAs (Meeting Book Rate)

1. "Worth a quick intro?" - 2.1%
2. "Worth connecting?" - 1.8%
3. "Worth a 10-min call?" - 1.5%

Red Flags & What to Avoid

✗ ****Underperforming Elements:****

- Subject lines over 8 words (3.1% open rate)
- Mentioning "I hope this email finds you well" (-0.8% response)
- Email body over 100 words (-1.2% response)
- Using "Dear" salutation (-0.5% response)
- Asking "Are you the right person?" (-1.5% response)

AI Analysis Prompts for Claude

When reviewing campaign data, ask Claude:

Analyze these response patterns and identify:

1. Common themes in positive responses

2. Objections that appear repeatedly
3. Language that triggers engagement
4. Timing patterns (day/time of best responses)
5. Recommendations for template iteration

Action Items from Analysis

- [] Increase "Urgent Hiring Solution" template usage (highest response rate)
- [] Focus targeting on Series A/B companies (5.2% response)
- [] Prioritize VP Engineering outreach over HR (5.5% vs 3.2%)
- [] Test subject lines under 6 words
- [] A/B test: "Worth a quick intro?" vs other CTAs

06-RESEARCH/ - Industry Intelligence & Insights

06-RESEARCH/

- ├──  industry-trends/
 - | ├── SaaS_Hiring_Trends_2024.md
 - | ├── FinTech_Compliance_Needs.md
 - | └── Remote_Work_Impact.md
- |
- ├──  competitor-analysis/
 - | ├── Other_Recruiters_Approaches.md
 - | └── Marketplace_Platforms.md
- |
- └──  pain-signal-research/
 - ├── Funding_Round_Signals.md
 - ├── Job_Posting_Patterns.md
 - └── Growth_Stage_Indicators.md

07-ARCHIVE/ - Completed Campaigns & Old Data

```

└─ 07-ARCHIVE/
    └─ 2024-Q3/
        └─ [old campaigns moved here]
    └─ deprecated-templates/
        └─ [templates that didn't work]
    └─ old-client-data/
        └─ [churned clients]
```

Essential Dataview Queries (Obsidian Plugin)

Add these to your dashboard files to auto-generate insights:

Active Campaigns Overview:

```
dataview
```

```
TABLE
```

```
  status as Status,
  response-rate as "Response %",
  meetings as Meetings
```

```
FROM "03-CAMPAIGNS"
```

```
WHERE status = "Active"
```

```
SORT response-rate DESC
```

Top Performing Templates:

```
dataview
```

```
TABLE
```

```
  response-rate as "Response %",
  positive-rate as "Positive %",
  meetings as Meetings
```

```
FROM "02-TEMPLATES"
```

```
SORT response-rate DESC
```

```
LIMIT 5
```

Daily Claude Code Workflow

Morning Routine (Data Import & Analysis)

bash

1. Import new Apollo data

cd 04-LEADS/raw-data/

Add new CSV export

2. Ask Claude to analyze

"Analyze apollo_export_2024-11-14.csv and:

1. Identify companies with strongest pain signals
2. Match against our candidate inventory
3. Suggest which template to use for each segment
4. Flag any data quality issues"

Mid-Day (Response Processing)

bash

3. Process email responses

cd 03-CAMPAIGNS/[campaign-name]/responses/

Paste response data

4. Ask Claude

"Review positive_responses.md and:

1. Extract common themes
2. Identify what triggered engagement
3. Suggest template improvements
4. Draft responses to top prospects"

End of Day (Template Iteration)

bash

5. Update templates based on learnings

cd 02-TEMPLATES/

6. Ask Claude

"Based on today's response analysis:

1. Rewrite [Template Name] to emphasize [winning element]
2. Create 3 subject line variations testing [hypothesis]
3. Update the performance data section
4. Suggest tomorrow's A/B test"

Quick Reference: Claude Prompts Library

For Campaign Planning

"Review our candidate inventory [[link]] and the target company list [[link]].
Recommend which template to use for each segment and why."

For Performance Analysis

"Compare last 3 campaigns [[links]]. What patterns predict >4% response rates?
What should we stop doing?"

For Template Iteration

"The Candidate_Specific_Outreach template is getting 4.2% response but
Urgent_Hiring_Solution gets 4.5%. Merge the best elements of both into
a new version."

For Lead Qualification

"Review these 50 responses [[link]]. Categorize into A/B/C grade leads
based on our qualification criteria [[link]]. Flag the top 5 for immediate follow-up."

For Copy Improvement

"Analyze these 10 positive responses [[link]]. What language patterns
appear repeatedly? Rewrite our opening line to mirror this language."

Setup Instructions

1. **Create the folder structure** in Obsidian
 2. **Install recommended plugins:**
 - Dataview (for auto-generated tables)
 - Templater (for quick template creation)
 - Calendar (for timeline tracking)
 3. **Import your existing data:**
 - Move Recruitment_Delivery_Protocol.md to 00-SYSTEM/
 - Create client folders in 01-CLIENTS/
 - Copy your current templates to 02-TEMPLATES/
 4. **Start with one active campaign:**
 - Set up in 03-CAMPAIGNS/
 - Track daily in 05-ANALYTICS/
 - Iterate templates in 02-TEMPLATES/
 5. **Establish daily Claude Code rhythm:**
 - Morning: Data import + analysis
 - Mid-day: Response processing
 - Evening: Template iteration
-

Next Steps

Would you like me to:

1. Create pre-filled template files for your existing email templates?
2. Generate a Claude prompt library for common analysis tasks?
3. Design a weekly review checklist for continuous improvement?
4. Build a sample campaign brief for your first test?

Let me know what would be most helpful to get started!