

SourceWhale

Introducing ⚡ WhaleGPT-powered outreach for recruiters



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Introduction

AI. ChatGPT. GPT3. GPT4. **WhaleGPT.**

You've probably already heard of four out of five of these terms as text generation tools disrupt the recruitment industry as we know it.

Hot on the heels of this revolutionary trend, we've engineered our own - WhaleGPT. But there's a big difference. Our tool has been designed specifically for recruiters. We also take care of the prompting for you, so you can generate contextually-relevant content for your BD and headhunting outreach, faster.

WhaleGPT has also been trained to generate content based on industry best practices and in multiple languages.

Sounds good, doesn't it?

Here's everything you need to know.

WhaleGPT at glance:



Text generation tailored to recruitment



Trained on high-performing outreach that follows best practices



Generate relevant content for BD & headhunting in flash using pre-set prompts



Boost your chances of high open, interest and reply rates

What is WhaleGPT?

WhaleGPT is our in-house AI text generation tool that automatically generates text for your campaign steps based on the information you provide.

No more writer's block or spending hours crafting the perfect messages for your outreach. WhaleGPT takes care of this for you.

In fact, WhaleGPT works in tandem with you to generate relevant messages within seconds, all whilst never losing authenticity and the human touch.

No robots here, please.

So, how does it work?

WhaleGPT is an AI tool that mimics how recruiters engage with contacts. It's trained on messaging content that's proven successful so generates text that will drive higher open, interest and meeting rates.

When it comes to writing outreach for your headhunting and business development, consider it as your AI-powered partner in crime.

It's there to create content that's fully optimized to avoid spam filters, sound conversational to help drive engagement and tailored to the campaign stage. Whether it's initial outreach or the 2nd, 3rd, or 4th follow-up, WhaleGPT has been designed to boost your chances of achieving maximum results.



It's worth noting that while WhaleGPT can assist in content creation and help generate ideas, it cannot simulate your personality. Your individuality is, after all, unique to you. Don't rely solely on the technology and remember to add personal flair to your messages if you want to achieve optimal results.

WhaleGPT vs. other tools

WhaleGPT is different from ChatGPT and other generative technologies since it's been specifically developed for recruiters. This remarkable tool is designed to provide content that aligns with headhunting and business development workflows, thanks to its thorough training on a vast dataset of recruitment outreach.

What sets WhaleGPT apart:



Designed for recruiter workflow

WhaleGPT has been built specifically for recruiters. This makes it far more capable than other AI-generative tools available on the market.



Prompting is taken care of for you

WhaleGPT removes the need to learn how to prompt - one of the main barriers to using generative AI effectively, particularly for recruiters.



Campaign-specific suggestions

By selecting your campaign type, whether that's BD or headhunting, WhaleGPT will generate content to suit your workflow.



Intelligent content suggestions

Whether it's initial outreach or your 2nd, 3rd or 4th follow-up, WhaleGPT will generate relevant content and draw upon previous dialogue to align with how recruiters engage prospects.



Automatically follow best practices

Outputs are based on best practices gleaned from customer feedback and our own data sets that garner the best results.

The benefits for recruiters

By creating personalized and highly relevant content for business development and headhunting campaigns in just a few clicks, recruiters can save huge amounts of time to refocus on strategy and building relationships with candidates and clients. This means leveling up your outreach game to drive better engagement, more meetings and higher revenue.



No more
writer's block



No more hours spent
on crafting the
perfect message



More time spent on
human connection



Reach more
prospects in
half the time



Create powerful
outreach steered
in hyper-
personalization
in a flash



Boost open,
interest and
response rates

FIN FACT

SourceWhale has a Content Coach embedded on the platform that scores outreach content and offers users data-backed recommendations for improvement. Using WhaleGPT in tandem with this feature is transformative, providing teams with the best possible chance of achieving consistent results.



What outreach looks like using WhaleGPT

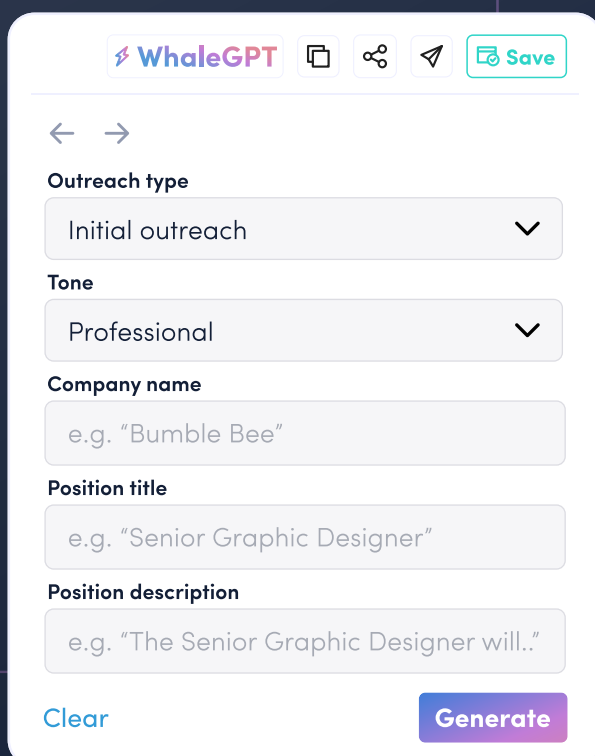
WhaleGPT has been extensively trained with a variety of recruitment use cases in mind, whether that's general BD, marketing a candidate, or a general candidate approach and more. It also provides a structured question flow that recruiters can answer to create unique messaging that speaks to the target candidate or client.

By being able to kickstart outreach with AI-driven messaging using WhaleGPT, recruiters are given the foundations they need to craft high-performing messaging content in a fraction of the time.

“What’s exciting about WhaleGPT is that it’s been meticulously trained on a rich dataset of outreach written by real recruiters. But this outreach isn’t just any outreach, it has a proven record of generating high levels of interest and securing meetings with contacts. This makes it far superior to other generic AI tools available on the market and empowers users to stand out from the pack.”



Andrew Black
Product Director at SourceWhale



The screenshot shows the WhaleGPT interface with the following fields and options:

- WhaleGPT logo and icons for copy, share, and save.
- Navigation arrows (← →).
- Outreach type**: Initial outreach (dropdown menu).
- Tone**: Professional (dropdown menu).
- Company name**: e.g. "Bumble Bee" (text input).
- Position title**: e.g. "Senior Graphic Designer" (text input).
- Position description**: e.g. "The Senior Graphic Designer will.." (text input).
- Clear button (left) and Generate button (right).



Pre-set prompts

WhaleGPT takes care of text generation AND prompting for you. Simply provide a few essential details (the more, the better!), regenerate content or insert it directly into your campaigns in just a few clicks.



Intelligent content suggestions

From reaching out to cold leads, marketing specific candidates and filling job roles, WhaleGPT generates text for a variety of recruitment scenarios. It even recognizes the nuances of a follow-up email vs. initial outreach.

Outreach type

Initial outreach

Tone

Professional

Company name

SourceWhale

Sourcing on behalf of a client

Position title

Senior Graphic Designer

Position description

Will lead our design team and guide our creative efforts for various projects.

Job location

New York

Additional context (optional)

Our company values a good work-life balance and a four day week.

Generate

Senior Graphic Designer at SourceWhale

Hi **{{firstName}}**,

I came across your impressive portfolio and wanted to reach out about the Senior Graphic Designer role at SourceWhale. As a creative leader, you'll guide our design team in New York and contribute to exciting projects.

You'll also benefit from a four-day working week!

Are you available for a quick catch-up in **[[twoWorkingDays]]** to discuss this further?

Best regards,
[[senderFirstName]]

Hi **{{firstName}}**,

I reached out last week about the Senior Graphic Designer role at SourceWhale. Your impressive portfolio and leadership skills make you an ideal fit for this position. Are you available for a quick catch-up **[[tomorrow]]**?

Best regards,
[[senderFirstName]]

Outreach type

Follow-up

Generate content follow-up for...

Step 1

Generate



Prompts based on recruiter's workflows

WhaleGPT has been custom-built using recruitment-specific prompts for various use cases. This ensures generated content is highly relevant to a recruiter's workflow, supporting various business development and headhunting scenarios.

Business Development

Depending on whether you're offering services or marketing a candidate, WhaleGPT will adapt accordingly. This means you can produce relevant content that speaks to the target client faster, without having to do any of the heavy-lifting required by other generative tools like ChatGPT.



Use case

Select ▼

Offering services

Marketing a candidate

Outreach type

Initial outreach ▼

Tone

Professional ▼

What we offer

Whale Recruitment can help you find the best candidates in half the time

Pain point (optional)

Are you spending hours sifting through CVs to find the perfect candidate?

Value proposition (optional)

With Whale Recruitment, access a wide pool of pre-vetted candidates and accelerate your recruitment process

Call to action (optional)

Include a calendar link using [SendCalendarLink] custom variable

WhaleGPT Generate

Supercharge Your Recruitment Process With Whale Recruitment

Hello **{{firstName}}**,

Is your team spending valuable time sifting through CVs? With Whale Recruitment, you can dip into a wide pool of pre-vetted candidates and accelerate your recruitment process.

Let's schedule a quick catch-up to discuss how SourceWhale can help streamline your hiring efforts at **{{company}}**.

Here's my calendar availability: **{{senderCalendarLink}}**.

Best regards,
{{senderFirstName}}





Headhunting

When crafting messages for headhunting outreach, WhaleGPT can help you generate natural-sounding and personalized content in a flash. This means you can spend more time on perfecting your message to drive greater open, interest and reply rates from candidates.



Outreach type
Initial outreach

Tone
Professional

Company name (optional)
SourceWhale

Position title
Content Marketing Manager

Sourcing on behalf of a client

Position description
The Content Marketing Manager will work alongside out VP of Marketing and drive the content strategy and manager social media campaigns

Job location
Remote

Generate

Join SourceWhale As A Content Marketing Manager

Hi **{{firstName}}**,

I wanted to reach out to you about the Content Marketing Manager position at SourceWhale.

With your extensive experience as a **{{role}}** at **{{previousCompany}}**, you would be a valuable asset to our team working alongside our VP of Marketing and driving the content strategy.

Are you available for a quick catch-up **{{tomorrow}}**?

Best,
{{senderFirstName}}

FIN FACT

For deeper personalization, use WhaleGPT in tandem with the Insights tab on our Chrome extension. Offering a wealth of valuable information at your fingertips, you'll have everything you need to tailor your AI-generated messaging on the fly.





Write outreach based on best practices

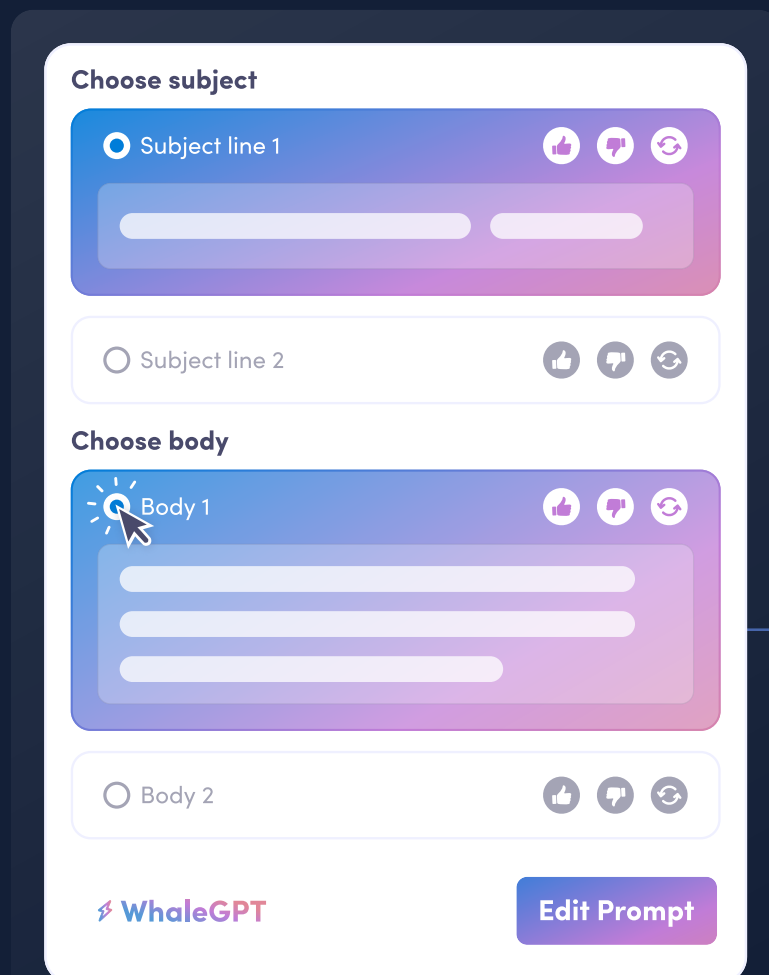
Its training includes a comprehensive dataset of messages written by recruiters, proven to attain high reply and interest rates. This maximizes the chances of it creating engaging and relevant messaging that drives outcomes.



Streamline content creation

Simply choose from two options for both your subject line and message and insert directly into your campaign without having to leave the platform. Click 'like' or 'dislike' after the content is generated and you also have the option to edit prompts if you'd like to fine-tune your AI-generated text even further.

Note: You are able to edit the content once it has been inserted into your campaign step to add a human touch, more variables, personalization and more.



Find out more about WhaleGPT ⚡

If you'd like to learn more about WhaleGPT and see this revolutionary tool in action, a member of our pod will be happy to show you its power. Take the next step towards elevating your business development and headhunting approach and contact us today.

[Book a demo](#)

SourceWhale

