

Marketing Automation 101: The Basics of Building a Marketing Machine

How to Post Jobs that Get Seen on Google For Jobs

Employment Trends We Should Expect To See in 2021

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Letter From The Editor

Never in our lifetime has communication been more important. The problem, which form does one choose to use? The solutions are numerous and vary with the importance of the message, time and effort.

How we convey our feelings, beliefs and our solutions to the problems is key to our success in recruiting. Understanding the client's needs and finding and understanding the candidate to whom you wish to present takes finesse.

With this wide choice in communicating our candidate's attributes to our clients, choose carefully the right words that may make all the difference in their selection.

In this issue, several authors shed light on this. Read, absorb and listen, then act wisely.

Many of you who know me, will agree when I say that last year was an extreme challenge to anyone who is not a sitter. I'm one who likes to keep moving forward. Treading a little water is healthy for a workout but I prefer to swim as moving through the water just feels better. We are well aware of the spoken and unspoken advice on how to handle the pandemic. Smart people know that the virus is not going to suddenly disappear. We need to move forward with respect to others.

No judging is what we say in our yoga practice. I'm ready to move forward to accomplish goals I have set. What about you? Recruiters and Staffing professionals have a year to look forward to great success. We know this and encourage you with positive articles that motivate and authors who share secrets to doing it better.

Enjoy and happy recruiting....

Pat Turner

DID YOU KNOW?

* There are several reasons experts predict there will be a rise in contract jobs going forward. In general, the staffing industry has seen that temporary jobs have recovered faster than direct hire jobs. pg 5

* Where we see many fall short with marketing automation is when they only focus on their existing mailing lists and ignore the rest of the 99% of the market out there. Marketing automation is not just emailing your leads to death; it's a holistic approach to creating great marketing that is non-intrusive, relevant to prospects, and delights the customer at every stage of the funnel pg 9

* Google For Jobs works much in the same way as a regular Google search, having keyword-rich job postings and complete information is important, regardless. pg 10

* You can improve the strength of your business by adding temp and contract placements to your business model. Regardless of your success with direct-hire placements, your business basically disappears when your direct-hire placements stop. Without other revenue streams your business is something of an empty shell and you will have no diversity of income, no ability to ride through slack periods, and no effective value should you decide to sell. pg 12

* While most of the industry conferences have gone virtual over the past 9 months, that won't last forever. These conferences need speakers. Find out who is putting the conference together and offer your expertise. pg 15

* ACA reporting requires detailed tracking of when all eligible employees were offered, enrolled in or declined coverage. Take time to review your healthcare coverage tracking for full-time employees to ensure 1095-Cs are accurate. There are updates to the 1095-C form and corresponding instructions, so be sure to read our blog post about 2020 1095-C forms before you begin your year end reporting process. pg 18



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The Rise of Temp Work & Flexible Jobs: The Opportunity it Brings for Staffing Companies

By Jennifer Roeslmeier

It's hard to believe we've now lived almost a full year in the pandemic. Since March I've written articles about ways to adjust business strategy, how to adapt to the changing times, utilizing technology to stay successful, and more. When I wrote my first article related to the pandemic back in March, "[The Complete Guide: How to Make the Most of Your New Life at Home](#)" (still worth checking out if you want ideas!) I never thought almost a year later the pandemic would still be as present as it is in our lives today.

What's changed though in the past 10 months, are the opportunities the pandemic brought to the staffing industry. A lot has changed since March and companies adapted to this change. We've seen major increases and decreases in industries demand. We've also seen a significant increase in working at home, among many other changes. Now, we are beginning to see some of the long-term affects these industry changes have brought to the workforce. The rise of temporary help and flexible jobs for the foreseeable future is among these changes.

Cause of Increase in Temporary Jobs

There are several reasons experts predict there will be a rise in contract jobs going forward. In general, the staffing industry has seen that temporary jobs have recovered faster than direct hire jobs.

COVID-19 has actually added a lot of the jobs to the temporary workforce, such as temperature checkers and contact tracers. Currently there is a major demand for jobs assisting with the vaccine rollout, which could be a great opportunity for staffing companies if you're able to get the trained staff that is needed.

Besides the addition of COVID-19 jobs, the pandemic has caused an increase in demand for contract work in other areas. **Some companies are still treading water and are cautious about bringing employees back on full-time.** Contract workers are less of an investment, which is better in times of uncertainty and as companies are getting back on their feet. The job is still able to get done without the added expense of benefit packages and other costs associated with a new full-time hire.

More workers have also turned to do freelance work as it helped bring in income for jobs that were lost during the pandemic. According to a survey conducted by [Upwork](#) between June and July of 2020, 36% of the American workforce had freelanced in the previous 12 months. 12% started freelancing during the pandemic (54% out of necessity) and 75% in search of financial stability. Of those that were surveyed, 88% said they are likely to freelance in the future.

Generally, workers are also looking for a flexible work environment. **More people have an interest in doing a variety of work and are looking to be able to control their schedule.** According to a recent [Monster survey](#), 92% of respondents said they think now is a good time to look into a gig economy. 57% of respondents also said they would take a gig job in-between jobs and 52% said they would like a long-term contract with flexible hours.

All of these reasons are the cause for the increase in demand for temp help. Whether it is the demand for COVID-19 jobs or the way the pandemic has caused the workforce and employers to shift the way they are used to doing things. In the process, we've adapted to these changes and it has brought on new opportunities for both workers and employers.

Cause of Increase in Remote Work

As we all know and have probably experienced it at one point or another, there has been an increase in remote work. I personally never worked remotely fulltime, until March hit. Now I've been working remotely for the past 10 months and it has truly become the new normal. When I think back to the days, we all went into the office, it seems like so long ago now. Workers and employers are beginning to feel this same way, if they aren't already feeling it. Remote work has become a new normal and it is here to stay in some capacity.

From an employer stand-point, companies have seen that working from home can work. They've seen employees still able to complete their tasks and, in some cases, have seen an increase in productivity. Operating costs have also probably gone down as they are spending less money with employees working remotely (no more café snacks, employee lunches, etc.) With this, employers will be thinking about

incorporating more work at home opportunities in the future and/or eliminating an office all together. According to a survey performed by [Verizon](#), 86% of global companies believe the digital workplace will coexist with the physical workspace post COVID-19 and 78% expect to increase remote working.

Employees have also gotten used to the work from home environment and prefer keeping it in some shape or form. This may include going into the office a few days a week or working remotely full-time. In a survey conducted by [PWC](#), over half of employees (55%), want to work remotely three days a week or more.

Remote work though is not just for permanent employees. The staffing industry has seen a rise in remote work from temps, since the pandemic started and it's predicted that more temps will continue to work remotely post-pandemic. Employers who are used to temporary workers being on location, have learned that this doesn't necessarily have to be the case. Not all temp jobs require the employee to work on location and the pandemic has proven that. This opens up significant opportunities for employers hiring temporary help.

Opportunities Temp Help and Flexible Jobs Brings to Staffing

So, what does the rise of temporary help and flexible jobs actually mean for the staffing industry? It opens up the door to new horizons. Now is the time to begin planning both your short and long-term strategy. Statistics show the workforce will be making this shift for the foreseeable future. By adapting to the change now, staffing companies can stay ahead of the curve. So where can you begin?

Discuss Temporary Opportunities with Employers that Typically Hire Full-Time

The rise of temporary help is not just for companies that employ contract workers. It can be a new opportunity for companies that typically look to hire full-time. If a client would be open to the idea of contract work, it could be a good opportunity to discuss the rise and benefits of it versus hiring a full-time employee. It's not only less costly, as discussed early, but it opens the door to explore more qualified candidates that are looking for contract work. Not all positions may be suited for contract work, but it is certainly an avenue that can be explored if the client is open to it. To test the waters, you could even propose a temp-to-hire plan. If the contract worker ends up working out and they want to stay at the company, they can be brought on full-time.

Flexible Jobs Add Another Layer of Opportunity

As temporary jobs are no longer just for companies that look for contract workers, flexible jobs are no longer just for permanent placements. As statistics have shown, more workers are looking to have the opportunity to work remotely. This brings new opportunity for both contract and permanent placements. It allows staffing companies to expand your search for qualified candidates outside of the state. It also offers the opportunity to find more qualified candidates based on their preference to work at home. There may be highly skilled individuals that you could be missing out on if they prefer not to work at a physical location.

The opportunity to offer more flexible jobs will ultimately help increase the candidate pool. If a client would be open to remote work, now is a good time to discuss the increased interest in it and also the benefits. Not all jobs can be performed from home, but think about the jobs that could be and the opportunity it brings for the client.

Take Advantage of the Industries in Demand

There are several industries in demand now that will continue to be in demand and offer opportunity to employ contract and/or remote workers. Below are just a few of these industries that could bring new opportunities for staffing companies.

As mentioned earlier, there has been an increase in COVID-19 related jobs. **The pharmaceutical and healthcare industries are both booming and are in desperate need of assistance** to meet the vaccine rollout demand. This is a great opportunity to partner with these industries and help them employ contract workers.

The information technology industry also boomed in 2020 and will continue to spiral upward. These jobs have been more stable during the pandemic because they haven't relied on having a physical location. Most IT jobs can be performed online and offer an agile work at home environment. There has also been an increase in helpdesk/PC support jobs as more organizations are working at home. With the rise of IT jobs and the flexible work environment they bring, it's another great industry for staffing companies to explore.

Customer Service representatives and call center agents have also seen an increase in demand in healthcare, IT, and online retail. As more businesses move virtual, there is a greater need for customer service help related to software and applications to help run teams remotely. More people are also shopping online, so there is a greater demand for online retail Customer Service Representatives. Customer Service Representatives can also offer the opportunity to work remotely.

Industrial and Manufacturing have also seen increases in demand. Manufacturers that produce essential goods have needed to increase staff significantly since the start of the pandemic. If staffing companies haven't already looked into manufacturing companies of essential goods, this could be an opportunity to employ contract workers. Manufacturers of non-essential goods, are also beginning to increase production. Business orders for [durable goods](#) such as tools, appliances and new cars rose in December for the eighth month in a row. This shows manufacturers are increasing their goods production in anticipation of strong sales in 2021 and may need to hire more staff now or in the near future.

These are just a few of the industries in demand now and for the foreseeable future. By doing research into industries that are booming and are expected to grow, staffing companies will set themselves up for future success. If they can incorporate contract and/or remote work into these jobs, it will be a win, win.

Running with Opportunity

The pandemic has certainly brought on it's challenges this past year, but the silver lining is it's brought some new opportunities for the staffing industry to take advantage of. Change can be scary, but now is the time to run with the opportunities that present themselves and prepare for the changing future!

Interested in learning more about how the workplace will be affected going forward? Check out Automated Business Designs article, "[There is No Going Back to Normal: How Jobs & the Workplace Will Be Affected Permanently.](#)"



Editor's Note: Jennifer Roeslmeier - Senior Digital Marketing and Brands Manager at Automated Business Designs. Ultra-Staff is a full-featured business solution with components for front office, back office, mobile and web suite. For more information on Ultra-Staff go to www.abd.net. Schedule an Ultra-Staff [staffing software demo](#) today and see the difference that the best back office features in the industry make.

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Marketing Automation 101: The Basics of Building a Marketing Machine (2021)

By Tony Sorensen

"The core problem we're going to have going forward is that you have two forces [that will] govern much of what [happens] in the future. The first is globalization, which we're not going to repeal, and the second one is automation, which we're not going to repeal." – Eric Schmidt, Former Executive Chairman of Google, Inc

With the marketing world moving steadily towards more automation, it's natural to take a step back and wonder: what is automation?

Automation has been around since the printing press, the loom, and even the wheel. Throughout history, humans have found ways to automate repetitive or laborious tasks to machines: why would we stop now? While automation can conjure up images of machines from the Matrix, it's less dystopian and more beneficial than you might think.

Simply put, automation allows humans to do more with less.

Think about it this way: where would the automobile industry be without the creation of the assembly line? Where would we be without the machine-based search algorithm that Google built? Automation is a part of your smartphone, your coffee maker, and countless details of your everyday life.

Marketing automation can be thought of in the same way that every other form of automation can be: it allows you to do more with less. Think of marketing automation as a way to do the work of a large marketing department, but for the cost of a single marketer.

Marketing Automation Basics

With automation, you can scale your staffing & recruiting business without having to scale your marketing team. In today's world, how valuable is that?

In essence, with the proper techniques, you can create a marketing machine.

Marketing automation consists of software and tools that allow you to efficiently market to your customers throughout the entirety of their buyer's journey. You nurture prospects with engaging and relevant content and then, with a few loving prods and pats along the way, you turn those prospects into customers. It's one of the reasons that Netflix is ranked one the most reputable companies on the planet: they don't just sell to their customers, they provide value-added service to them at every stage of the funnel. They have built a marketing machine that removes the friction between the customer and the company.

Here's how you can get started.

5 Steps to get started with marketing automation:

Generate relevant leads by creating great content and driving traffic to your website. Focus on making your content informative, not promotional. By providing educational information, you help solve your prospect's pain points which allows them to move smoothly through the rest of your funnel.

Build your marketing funnel using landing pages, email marketing, and content that is valuable to your prospective buyers, whether that's a blog, an ebook, a whitepaper, etc. Create content that includes calls-to-action with other relevant content that will help your prospects to solve their problems. If you're discussing obstacles in the recruiting world in an article, you should link to another piece of content at the end that helps solve those obstacles or presents new ideas.

Send out relevant and timely messages to your prospects at the various stages of the funnel. Your prospects are always on the move, their information and needs change everyday—it is your job as a marketer to figure out what information will help them progress along their

journey. Sending the right information at the right time is critical to building trust with your customers, and solving their problems, even after they've become a customer, is how you build a reputation as enviable as Amazon's.

Work with your sales team to integrate your marketing and sales efforts, by creating a delightful sales experience for your prospects and customers, your sales team will begin to understand your customers from their perspective. Rather than interrupting your leads with irrelevant messages and cold calls, marketing automation allows your marketing and sales department to work in harmony to understand and help your customers every step of the way.

The key to successful marketing automation is remaining customer-centric. Much like Netflix's mission of being the most customer-centric company on the planet, marketing automation is all about your customer, not you.

Where we see many fall short with marketing automation is when they only focus on their existing mailing lists and ignore the rest of the 99% of the market out there. Marketing automation is not just emailing your leads to death; it's a holistic approach to creating great marketing that is non-intrusive, relevant to prospects, and delights the customer at every stage of the funnel.



Editor's Note: Tony Sorensen is the CEO of Parqa Digital Marketing Agency and sister-company, Versique Executive Search & Consulting. With a career spanning 20 years in the recruiting industry, Tony founded Parqa with a passion to help staffing firms nationwide take their online presence to the next level. By investing in digital marketing efforts for his own recruiting company, Versique grew from \$0 - \$10M in just four years and now receives over 50% of revenue from marketing sources including SEO, pay-per-click, email marketing, and content marketing. Tony is one of the country's leading thought leaders on digital marketing for the recruiting industry and has contributed to organizations including NAPS, ERE, The Fordyce Letter, EMinfo, Star Tribune, & Monster.com.



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How to Post Jobs that Get Seen on Google For Jobs

By Tiffany Shoemaker

In 2017, Google announced a new search feature to make finding jobs when searching Google quick and easy for job candidates. This search feature uses structured data to display jobs from career sites and will display these jobs in job seekers' search results. If your jobs are optimized with the right data (which you can test here – this tool replaces Google's former Structured Testing Tool), Google can scrape your jobs and display them on Google For Jobs.

How do jobs get added to Google For Jobs?

Google For Jobs is not something you can directly post on or pay for sponsorship for; it is essentially Google using an algorithm to pull jobs from across the internet from wherever jobs are posted. It could be jobs from a job aggregator site, like ZipRecruiter or Indeed, or jobs from a company website using a job board with Google's recommended schema. The jobs can come from Google scraping, or can come directly via a website or aggregator who integrates with Google's Google For Jobs API.

What is structured data, and how do I add it to my job board?

Job posting schema markup refers to how structured data is added to job postings, whether publicly visible or within the source code of the posting page itself. Some job board software has this functionality already built in, and some job board vendors have direct integrations with the Google For Jobs API. If you are a Haley Marketing client and use our job board software, you're already covered.

I am told I have schema markup on my job board, but my jobs still aren't showing up when I search for my jobs on Google. Why is that?

Google For Jobs works much in the same way as a regular Google search, having keyword-rich job postings and complete information is important, regardless. While jobs from larger aggregators do tend to get those top search results – whether on Google search results or Google For Jobs, specifically – there are a few things you can do to improve your job posting's visibility on Google For Jobs:

Having schema markup is great – but if your job posting doesn't have all the data Google's looking for, your job may be overlooked or further down in search results. Google places importance on providing the job seeker with as much information about the job as possible. This means you need more than just a title and description. You should also include the location information, salary information, job requirements, type of job (whether part time, full time, contract, etc.), what industry the job involves or even whether the job can be done remotely. Take some time and test your jobs using Google's Rich Results Testing Tool to see what Google believes is missing from your job postings, and then consider updating your jobs to add that information. Another great way to see missing data is via Google's Search Console under "Enhancements" > "Job



Postings". You'll be able to find errors across the board and request that Google validate any fixes you've made.

Rather than just making sure the data is there, think about the quality of data you're adding to the jobs, specifically in the title and description. If you want job seekers to be able to find specific types of jobs using a specific search term or phrase, use that phrase in the titles and descriptions of the postings. I recently had a client come to me and ask why their jobs weren't coming up as high as they'd like them to in a search for a specific keyword, but the title of the job didn't include that keyword they believed job seekers would use. Adding that keyword to the title helped to boost the position of the job.

When you're searching for your job, look at the jobs that come up above yours. What makes them different? What kinds of titles are coming up above yours? Is there more information within the post than yours? Run that job through the rich results testing tool to see exactly what Google sees, and consider updating your jobs so they stand out and are more information rich.

Do your jobs have a logo next to them, or just a square with a letter? If you are seeing just the square, it is likely that either the image included with the posting doesn't match Google's spec (images need to be square) or you don't have an image set. Ask your job board vendor about adding the correctly sized image to your job schema.

I don't have job schema markup on my jobs. What can I do?
If your job postings don't have schema markup, Haley Marketing can help! Our job board software works seamlessly with COATS Staffing Software and is updated constantly to meet new criteria added by Google – so your jobs get seen by the right job seekers.

Supercharge your hiring process with online job posting embedded into COATS Staffing Software and learn how you can get more candidates, faster, and get more done while you're doing it.

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Start With Why...For Temp And Contract Placements!

By Judy Collins

You have the option of providing temp and contract placements to your clients. But why should you since your direct-hire business is doing fine? This article will explore three reasons why adding temp and contract placements would be beneficial to your business model. These reasons include keeping your client happy, building an additional revenue stream, and improving the strength of your business.

Clients can be fickle, and clients can be lazy. If your services do not fully cover their needs, they can easily move to your competitors. Your client may develop a need for temp and contract positions and will expect you to help them. If you do not respond in a flexible and timely manner, your competition may step in. You can counter this threat by getting set up to handle temp and contract placements when the need arises. Present your clients with options and ideas to solve their workforce needs. There may be opportunities for you to put idle workers back on the job. The turmoil in the workforce marketplace creates a huge source of potential placements, both direct-hire and contract. There may be a lot of people who find that they now prefer working remotely and don't want to go back to an office environment. Matching up these workers with new remote-friendly employers presents opportunity. Stay alert to these opportunities and help your clients take advantage. Your client will have no need to look elsewhere.

Your direct-hire business is likely doing well, and your efforts are rewarded with every position you fill. You can improve on this by adding another income stream via temp and contract placements. The diversity of this additional income provides a cushion to help you ride through slack periods in the workforce marketplace. Little extra effort is required to do this since you are already vetting multiple candidates in the process of matching up the candidates with available direct-hire positions. This candidate pool provides you with the resource you need to assist your clients with temp and contract placements. You will likely encounter applications suitable for temp and contract personnel. So, with minimal extra effort you can monetize those encounters and generate an income stream that lasts as long as the temp or contract assignment, some of which may go on for years! You need not be put off by the minutiae of temp and contract placements either, since you can easily partner with a back-office provider who will handle the details for you. You make the placement and begin to collect revenue.

You can improve the strength of your business by adding temp and contract placements to your business model. Regardless of your success with direct-hire placements, your business basically disappears when your direct-hire placements stop. Without other revenue streams your business is something of an empty shell and you will have no diversity of income, no ability to ride through slack periods, and no effective value should you decide to sell. An income stream generated by temp and contract placements creates value for a potential buyer. Of course, the more successful you are with temp and contract placements, the greater the income stream will be and therefore your business will be stronger, and its sale will command a higher price. An excellent source of information on this topic and its rationale can be viewed in Barb Bruno's Good As Gold Training webinar "*Add Additional Sources of Revenue To Your P & L*" recently sponsored by Evergreen Contract Resources. A link to this free webinar will soon be available on Evergreen's Web Page at www.EVGCR.com. And don't forget: if a contract position is converted to a direct-hire you can earn a conversion fee which is a further cash infusion!

Partner with a back-office provider such as Evergreen Contract Resources to give you the flexibility of responding immediately to your client's needs and relieve you of the headaches of handling temp and contract placements. Back-office providers typically keep up with the ever-changing rules and regulations issued by the federal, state, and local jurisdictions. These services can be provided immediately if you are set up in advance. Call Evergreen today and we will set you up. There is no cost. No obligation. Use us when you need us. You can keep your clients happy, build an additional revenue stream, and improve the strength of your business if you **START WITH WHY...**



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ASK COACH

Mike

Michael Gionta

QUESTION: Mike, I was taught 20 years ago to plan in the afternoon and set myself up for a strong day and strong week, and I just find myself too distracted and tired out at the end of the day. Any planning tips you can give me that can help me through this? - Alex, Dallas, TX

ANSWER: Full confession - I was an excellent list maker, but horrible at planning at 4:30 in the afternoon. For that reason, for years, I did not plan. Since that is your challenge, Alex, which was very similar to mine, the easiest solution is to come in half an hour early. Even if you cannot come in a half-hour early, you are better off starting the day investing a half an hour to get it set up the right way.

I like to use Stephen Covey's method of planning by starting with the big rocks. Every week in the recruiting business on a recruiting desk, the big rocks are: Where are my interviews coming from? Everything else in your business revolves around those big rocks.

Having audited many time studies from clients, in the absence of a plan, you are operating under someone else's plan. The easiest way to give you an outline, we teach this in-depth and provide templates in our programs, here would be: When you look at your week, what are your objectives for the week?

When it comes down to the week, do you know your billing goal, and do you know what it takes activity-wise to get there? You need to answer that is the question first. For example, \$300,000 in billings equates 2 to 2½ interviews a week, depending on your average fee. That is four interviews every two weeks, two interviews a week. The week's primary question then becomes: What has to be true for me to arrange two interviews this week?

When you look at your plan, you might realize that you do not have anything good to work on. If that is the case, to get two interviews, means your planning has to be geared more around marketing, especially in the early part of the week.

If you have active job orders that you are working on, look at where you are most likely to get two interviews from this week. That way, you can prioritize those positions first. If you know your metrics, you will learn how many people you need to talk to to get those two interviews. If you do not track your numbers, 15 submissions on a job order are about right. That means you need 30 candidate conversations or six per day.

All the other stuff in your business, such as revising your website, creating automated systems for follow up, finding support people to outsource research or admin, become a subpart of the plan after identifying the critical goal. First, you focus on the need to talk to 6 people a week, but over the next month, I do not want to be doing my own research, so part of my plan is to block off 8:30 to 9:00 to look at Upwork as an outsource option. Use that block of time to create a posting and evaluate the people that send in proposals. This project gets integrated into the daily planning. It gets completed over time to concentrate on the main objective of getting two interviews per week while making incremental progress on other goals that will support your main objective.



Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?

Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

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Looking for help engineering your one to three year vision? Email me at mikeg@therecruiteru.com and we can have a quick chat to see if or how we can help.

Be a Champion for your industry

By Chris Heinz

As an Executive Recruiter, Talent Access Professional, Search Consultant, Director of Human Capabilities, or whatever title you have given yourself, we have a few primary goals:

- Help our client-companies identify the best talent for their critical needs
- Match professionals to those needs
- Make a living while doing it

While the order might be different in your mind, aren't these the three primary goals most of us have in this wonderful world of recruiting?

Let me break it down to the "old school" way of saying this: Find an opening...find a person...get paid. This is what I was taught way back in 1997 when I first started with Westport One - it was called Management Recruiters of St. Louis-Westport (a mouthful I know!) back then. After all, we are part of the MRINetwork. MRI created the client-paid fee and the candidate marketing approach. Make a lot of calls; and I mean A LOT of calls, to companies pitching your Most Placeable Candidate (MPC) to see if they have a need for someone like that or some other type of opening.

While this process is absolutely still relevant today, layers have been added. Whether that layer is emailing, texting, Facebooking, Zooming, or LinkedIn'ing and every other communication tool that we can add "ing" to, our ability to communicate with both the decision-makers and the talent has grown exponentially!

There is one layer of communication that is more subtle, yet just as powerful: **Be a Champion!**

You might be asking yourself, "what the heck are you talking about, Chris? Be a champion? I'm a recruiter." While there are still some generalists in recruiting, the vast majority of us are highly specialized. How you are specialized may vary, whether it be by discipline, skillset, executive level, geography. Most of us have narrowed our recruitment focus so that we have a chance to build a pool of people and companies we focus our recruiters' gaze.

With this specialization, you learn the movers and the shakers, the companies that you want to work with...and the ones you want to recruit from. Just as important, you sometimes learn as much about the industry intel (sometimes more) than the people working in the industry. Some of this intel is good and some of it is bad.

You have the ability to become a true champion for your industry. You can do this with every conversation you have, every email/text you send, and with every LinkedIn message you post.

This is not a short-term process, mind you. You will not gain immediate respect, notoriety, or applause for this. But, over time, your peers that matter to you the most -- the hiring managers and professionals within your specific industry -- will begin to notice. They will begin to respond. They will begin to seek out your advice. They will want to work with you!

What does "Be a champion" mean?

Being a champion in your industry means that you share your knowledge and the stories from the field with the field. There are a variety of ways to do this:

- Have a direct conversation with an industry leader and share what you have heard and seen within the industry.
- Write an effective LinkedIn post about recent conversations you've had with industry professionals regarding changes in the industry.
- Write a LinkedIn post defending your industry.
- Offer your expertise to be interviewed on an industry podcast.
- Speak at an industry conference.

Direct Conversations

We have conversations every day with hiring managers and industry professionals (potential candidates). We ask them questions about themselves, their company, the competition, and the industry. Take that information and identify 3-5 trends. Use those trends in all future conversations for the next couple of weeks. You don't have to reinvent the wheel every day or every week. These trends are your launching pad to being that industry expert, that champion. The moment you start sharing this intel that some decision-makers don't expect you to know you are immediately on a different playing field from your recruitment competition!

LinkedIn Posts - recent conversations

Take those same trends that you've identified and turn each of them into a LinkedIn post. In these posts, share your thoughts regarding how this will impact your industry. Elicit their thoughts on the impact. Work to engage in conversation with those that respond.

Now, understand that your initial posts might not gain much traction. But, don't be deterred. Stick with it 3-5 times per week. Schedule it. Do it!

LinkedIn Posts - defend your industry

I don't know about your industry, but mine is healthcare. Over the past 10 months with the Covid-19 pandemic, my industry has taken a BEATING. Other than the frontline workers being hailed as "Healthcare Heroes", there has been very little good said. The deaths within the hospitals and nursing homes have been on every news story every week. The bad is 99% of the stories being shared. In reality, the bad is really only 1% of the story. There is so much good being done to keep the patients and residents safe, healthy and engaged, it has truly amazed me.

I am sure there are positive stories about your industry as well. Scream them from the rooftops! Post about it! Talk about it!

Podcasts

Almost everyone has a podcast today. Come to think about it, I actually think literally everyone does. While I'm being a bit facetious, there are many amazing podcasts being created in every industry we work. Have you listened to any? Do you realize how difficult it is to come up with regular content for their audience? Many would love industry experts to volunteer themselves to be interviewed. Try it!

Industry Conferences

While most of the industry conferences have gone virtual over the past 9 months, that won't last forever. These conferences need speakers. Find out who is putting the conference together and offer your expertise. With the conferences being virtual for now, you don't even have to travel. But, please put some pants on in case you have to stand up...

As you can see, there are many ways to be a champion. You have the knowledge and expertise. You simply have to put in the effort and have the desire. You do it because you love what you do and you love your industry. Scream it from the rooftops! As Carrie Underwood belted out in her song 'The Champion', "They're gonna say that I did it for the glory, but don't think I did it for the fame, yeah I did it for the love of the game."



Chris Heinz is a Managing Partner with Westport One. With more than 23 years in the recruiting industry, he has become a thought leader in both recruiting a the healthcare industry. Chris is an avid endurance athlete where he has turned that passion into good by raising thousands of dollars for several charities.

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Owner's Outlook



Barb is recognized internationally as one of the top experts in the Staffing and Recruiting Profession. She has addressed audiences in North America, Asia, Africa and Europe. Barb has developed web based training programs that are distributed in several countries, she writes for numerous publications & authors one of the most widely read online publications, The No BS Newsletter. She has authored several books, created mobile apps & is often quoted as an industry expert. Barb became a trainer to promote responsible recruiting & to allow owners, managers & recruiters to make more money. 100% of Barb's Top Producer Tutor clients have increased their sales & profits. Barb also developed Happy Candidates to allow Staffing & Recruiting Firms to focus on the 5% of candidate flow they place, but also provide an amazing resource for the other 95%. The resource has provided many benefits for owners which include: increased referrals, elimination of the greatest time waster (time spent on candidates you won't place) increased sales and dramatically improved word-of-mouth advertising. Barb has been, is & always will be defined by making a difference in the lives of others including the candidates we can't place on an assignment, contract or job. Most recently Barb created & launched an easy to use Metric Tool called The Sales Performance Indicator which includes the proven 140 point system. This tool alleviates inconsistent production, helps prioritize activities & predicts trends. Barb speaks at conferences, conducts webinars & provides in-house training & offers consulting. Her ideas are easy to implement and participants realize a strong return on their investment of time & money. Bottom Line: Her enthusiasm and passion for this Profession are contagious!

Can You Effectively Own, Manage, And Produce?

There are many owners in our profession who successfully own, manage, and produce. However, they have solved common challenges that you also must address if you plan to successfully manage and produce.

As an owner of a staffing and recruiting firm you wear several "hats" on any given day. Review the various areas of responsibilities listed and evaluate your strengths and weaknesses in these areas. Evaluate yourself on a scale from 1 – 10 on the applicable areas listed below (10 being the highest rating).

- Business Plan _____
- Human Resource _____
- Client Development _____
- Recruiting _____
- Customer Service _____
- Follow-Up _____
- Referral _____
- Back Office | Accounting _____
- Technology _____
- Legal _____
- Administrative _____

If you rated any category lower than a 7, this is an area that either needs your attention or you need to delegate this area. Determine the 20% of your efforts that provides you with 80% of your results. Your value increases substantially when you are focused on those specific areas.

Next, conduct a time study for the next twenty working days. Number the items you listed from the most important, which you list as #1, to the least important functions, numbered last. Attempt to delegate the bottom ten items on your list or complete those activities during non-prime time hours. You may consider virtual resources like Fiverr or Upwork.

Focus on profits vs. sales, especially in the temp or contract business. Goals will only be attained if they are mutually agreed upon between you and your sales team. If you set goals for them, and they do not believe they will achieve them – goals will not be attained. Never erase goals that are not attained. Add them to the remaining months of the year, explaining you don't want your team to give up their income dream early in the year. This also shows you are holding your team accountable.

Focus on the WIIFM (What's In It For Me) of your employees, if goals are attained. Your employees will not produce more because you want a record month, quarter, or year. They will only produce more if they understand how it will benefit them. Have your entire sales team write and post their top ten goals followed by five dated action items – which represent the steps to attain each goal.

Manage yourself and others by numbers and individual ratios. Individual numbers, stats and ratios are the best indicators of performance. You will accurately predict sales and profits if you set minimum standards based on each employee's individual ratios. It's not about the number of calls made each day, it's more about the RESULTS each person must achieve to consistently hit or surpass goals.

Create and Mandate Systems are followed. It's just not common sense to keep reinventing the wheel. Once you have identified a system that works, you just keep repeating the successful sales process vs. having your team shooting from the hip or skipping steps. Every person in your office should be working from the same playbook. As a result, you can seamlessly add new employees and details will not fall through the cracks causing deals to blow up.

Manage It vs. Do It. Your answer to every question should be, "What is your solution?" That causes your team to think for themselves and become problem solvers. In addition:

- Teach them what you know
- Listen to their calls and provide input
- Monitor their numbers and share their individual ratios
- Inform them of the daily results they need to achieve or surpass goals set
- Role play as often as possible
- Take time to know the people you manage
- Create a motivating environment where they can excel

If you are closing their deals or making their calls it is not near as effective as having them make the calls while you coach them. Follow this advice and you will successfully simultaneously own, produce, and manage.



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A composite image used for a real estate advertisement. The top half shows a wide view of a lush green golf course with sand traps and a line of tall pine trees under a blue sky with scattered clouds. The bottom half is divided into three sections: on the left, a sunset over a body of water with trees in the foreground; in the center, a white text box with black text; and on the right, a calm lake reflecting the surrounding trees and sky.

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5 Steps to a Smooth Year End Reporting Process

January is typically a crazy time for any business. You're planning for the new year while simultaneously wrapping up the last. January is especially stressful for staffing and recruiting firms, who are responsible for tax reporting for large volumes of employees. Take the stress out of year end reporting with these five steps:

Year End Reporting Advice

1. Create a year-end reporting calendar

The first step for success is to plan for it! Create a calendar for your team based on all the important year end reporting dates and create your own due dates for steps along the way. This helps you break up the overwhelming process of year end reporting into manageable steps. Keep in mind that due dates fluctuate from year to year and [extensions have been given for certain forms](#). Be sure to do your research so you are planning for the proper dates.

2. Make a plan for printing and distributing employee tax forms

Printing and distributing tax forms to employees is a large undertaking, especially for high-volume staffing firms. This year, consider outsourcing your form distribution to a partner, such as [Greenshades](#) or [Nelco](#). Outsourcing your print and mail not only alleviates stress, it's also a great option for this year of social distancing. Rather than gathering in the office to coordinate your form distribution, stay home and let a trusted partner take care of the rest.

If you plan to print and distribute your forms in-house, be sure to order the proper paper stock for your forms, address labels, and any other supplies needed. Avionté provides [reports](#) you can run to predict the number of forms you will need to process, helping you order the proper amount of products.

3. Review data early to catch potential mistakes (SSN verification, generate Greenshades feed & XML)

It's never too early to begin reviewing your data for the reporting year. Catching potential mistakes early makes January less stressful. Verify employee addresses and SSNs to save yourself major headaches during crunch time. You don't need to wait until the end of the reporting year to get a jumpstart on data cleanup. In Avionté, we recommend running your data feed to Greenshades as soon as possible.

4. Update healthcare coverage dates for 1095-C reporting

ACA reporting requires detailed tracking of when all eligible employees were offered, enrolled in or declined coverage. Take time to review your healthcare coverage tracking for full-time employees to ensure 1095-Cs are accurate. There are updates to the 1095-C form and corresponding instructions, so be sure to read our blog post about 2020 1095-C forms before you begin your year end reporting process.

5. Add new State EINs and SUI rates

If you began doing business in another state this year, you may need to update state EINs for the reporting year. Additionally, you will need to update SUI rates for the upcoming year once they are released. Performing these data updates early eliminate a step in your year end reporting process and prepare you for success in the new year.

Conclusion

Year end is always stressful, but Avionté is here to help. With weekly free trainings, thorough process documentation and videos, knowledgeable partners, and dedicated support resources, Avionté is prepared to partner with you through the year end reporting process.

Don't Have a Formal Marketing Plan? Here's How to Build One:

By Prudence Shank

"If you don't know where you are going, you might wind up someplace else." – Yogi Berra

There was a time in the staffing industry when marketing wasn't a priority – it didn't need to be. With the right recruiters and tenacious salespeople, staffing companies had everything they needed to grow.

Today, however, competition is fierce. Your target prospects are less likely to be receptive to cold calls. Candidates have much more control over their job searches. Breaking through and making connections requires more than just a smooth-talking sales rep.

That's why marketing plans are so important.

A marketing plan is your roadmap for promoting and expanding your staffing firm. The marketing activities you engage in will have a direct impact on your bottom line, which is why it's so important to actually have a plan, rather than throwing money around willy-nilly on tactics that may or may not generate results.

If you don't have a marketing plan in place, don't panic – but you should start the process today so you have a clear vision of where you are going tomorrow, next month and throughout the rest of the year.

How Do You Create A Marketing Plan?

There are three basic steps to creating a marketing plan:

1. **Lay your foundation:** This involves developing your messaging, determining who you want to target and how you want to be seen in the market, creating your core story and identifying the tools and platforms that will convey your story effectively.
2. **Generate leads:** How will you capture attention and interest among your ideal target clients? Decide which tactics you will use to be seen and get found. Create the tools your sales team will use to communicate with prospects and move them through the buying process and develop a game plan to start generating quality inbound leads.
3. **Engage in recruitment marketing:** How will you attract both active and passive job seekers? Build your employment brand, protect your online reputation and start connecting with quality applicants.

That's Great, But How Do We Do All That?

Those three steps are crucial for marketing plan development but creating that plan takes a lot of work. Fortunately, Haley Marketing Group offers free resources to help you understand marketing strategy and make it work for you:

["Snack Time" Marketing Strategy \(7-minute VIDEO\)](#): Learn three unique strategic approaches to marketing staffing and recruiting services.

[Marketing Best Practices \(66-page EBOOK\)](#): A comprehensive guide packed with ideas to help you maximize your marketing ROI.

And if you could use a little more help, our team can work with you to develop a roadmap for your marketing and recruiting. [Contact us today](#) to chat with a marketing expert.

Edito's Note: Prudence's passion for writing can be traced back to childhood, when she and her sister would write and "publish" books made of cardboard, yarn and notebook paper. Her passion for words has never wavered, and Prudence has spent the majority of her career helping businesses tell their stories. Prudence began her career writing advertorials for a regional magazine, then moved into marketing. She spent many years freelancing for agencies across the US and Canada, finally "settling down" permanently with her favorite team, Haley Marketing Group. When she's not crafting copy, you can probably find her reading a book or hanging out with her Shih Tzu, Dallas and her geriatric grumpy cat, Maximus.

MID SIZED Growing Companies STAFFING RECRUITING SMALL



Trust and Character Matters By Michael Neidle

Every business or organizational entity should be able to put their trust in the people they employ, work with and represent them. Their character, integrity and ethics matter. If they fail to vet these people properly they put their company's reputation and their financial future at risk. Responsible entities carefully vet those they hire or represent them, but this is not always the case due to insufficient internal processes, oversight, falsification of records, and lack of due diligence in those they put their faith in. No one can guarantee those they trust are worthy, so checks and balances should be instituted to weed out bad actors to the best of their ability.

Here are a few examples where this process was not fully implemented that led to the loss, of reputation and monetary losses. Many large Silicon Valley firms do an exhaustive interviewing and vetting process before hiring staff or work with firms representing them. This includes an assessment of their hard skill set to their fit with the company's soft skills, such as being a team player, fitting the company values, culture and trust. Personality tests are but one step in this process. Multiple interviews by various people in the company serves to get past ones interviewing veneer and this process can take up to a dozen sessions and background checks before making a job offer or engaging with a third party.

Here are some examples where the process fell down:

A. A client had engaged with a firm under an annual contract which they tried to abrogate. The client found a collection agency to recover the remainder of the unpaid invoice. The collection agency recovered those funds but did not remit this to client. Upon checking that agency's references after the fact, the client found out that this was a common situation with them and the "check was in the mail" was a routine practice of nonpayment. A reference check of course should have been done before the engagement, but was not.

B. Another client had signed an annual contract, with a money back guarantee with a marketing outreach company to provide quality leads. The contract had an upfront annual retainer but with a substantial commission paid based upon results. This company didn't perform and missed deadline after deadline. The client did only a cursory reference check which they thought was sufficient due to the commission to be earned. After a couple of months of non-performance the contract was terminated by the client who asked for their money back, only to find there was no trace the marketing outreach company or its owner. Their trust was misplaced as well as the time lost in performing the marketing outreach program.

C. Then there is the case of a charismatic public servant who was elected to address the perceived grievances and wrongs by their voters. That person was never seriously vetted for office by their party, the media or the voters. They abused the power for their personal aggrandizement and financial gain. This person broke many of the norms of the office but were not held accountable, due to the power they held, the influence they held with their voters, the abrogation of traditional checks and balances and their eccentric character. This situation unfortunately has happened far too many times in our history and at various levels by both parties. Amazingly, there are no prerequisites or requirements for holding public office as there are for the even the most basic jobs and activities from being a beautician to even getting a driver's license.



Mike Neidle is President of Optimal Management Inc. started in 1994 see (www.optimal-mgt.com), LinkedIn Michael Neidle or call 650-655-2190, mentoring staffing owners and managers to maximize sales, profits and company value. He was Senior, Executive VP for 2 national staffing firms; CEO, CFO, Director of Planning/M&A and Marketing Director from start-ups to Fortune 500 Corporations. He has an MBA and an engineering undergraduate.



*Thrive
with Tish*

by Patricia Conlin

Shining the light to create better outcomes-WEBINAR ON HOW TO ATTRACT MORE SUCCESS IN 2021

We are living in unprecedented times. If you look closely, you will see ruptures occurring in every area. Censorship is occurring in democracies where free speech was once a guiding principle, people are holding tight to ideologies instead of looking at facts and would rather support their "team" than have a heartfelt discussion with someone. Our governments have used the pandemic to implement outrageous and misguided policies that have caused more harm than good, our basic freedoms have been greatly limited with lockdowns that scientists, doctors and experts say are not only useless but harmful.

What can we do?

To live better and succeed, we need to start shining a light on the darkness in our own lives. We do this by examining our biases, by actually listening to people with other views and other perspectives, by being open to the possibility that we might not be right, by being open to reviewing new information instead of rigidly sticking to what we have been told. To succeed, we must re-examine every area of our lives and question the media lies, the corrupt governments and the profit driven companies that tell us what to do. To succeed we must force genuine and heartfelt connections with people and companies and demonstrate we care with actions that create positive change.

Once we start shining a light, we can take action in our lives and the world. We can find the courage to stand up to the corruption in our governments, to sit with those we previously wrote off to talk and listen, to put positive energy into the world and to attract better outcomes. We will resolve conflicts in our homes and companies and find that we attract better clients and candidates as a result.

I am greatly honored to offer everyone a Free webinar on how you can use the strategies to attract not only better clients and candidates but a better life. EMinfo has retained me to give a 1-time LIVE webinar where I will teach you my proven techniques to build inner resilience, to live with greater courage and joy, to attract better clients without endless cold-calling, and to resolve conflicts in order to live in greater harmony.

In this online training session, you'll discover how you can apply the attraction-marketing model to grow your business without feeling like you're always chasing prospects. You will participate in interactive exercises during this session and have an opportunity to win a free online designed course to boost performance and success for recruiters. Join this training session where we will cover:

- The standard predator model vs. attraction marketing – which is best
- Attraction marketing techniques that draw clients to you without constant cold-calling
- Stress the deal killer-PLUS bonus agreement to avoid getting cheated out of placements by clients
- Techniques to boost confidence, build courage and give you the passion to inspire
- How to build loyal long-term clients with emotional intelligence tools and resolve conflicts
- How to create a wealth mindset and vision that helps you brand yourself for success

Register now for this event:
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Wishing everyone a happy and healthy 2021. Stay positive and build great client and candidate relationships. You can do it!!!!

Patricia (Tish) Conlin is a Talent Solutions firm owner, Speaker and Soft Skills Trainer, with over twenty years as President of Global Consulting Group Inc. She is a Certified Emotional Intelligence Trainer, Registered Holistic Nutritionist, Black Belt Martial Artist and author of ABCs of Food: Boost Your Energy, Confidence, and Success with the Power of Nutrition. She offers comprehensive live and on-line training workshops on key leadership and success topics. Visit TishConlin.com to energize your performance and life with a large number of on-line training programs and courses.

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Marketing 101 for Recruiters



By Anthony Ysasaga

In the last ten years of my career, among the countless seminars and training sessions, the least discussed topic is how we market to prospective candidates about open positions.

I'm amazed at how much time large companies spend on training recruiters on managing the applicant tracking systems, customer relationship management software, compensation, job file due diligence, human resource compliance, among twenty other things we need to know. In all of that, I have never seen any training regarding how we market to candidates. Nada.

The competition for talent lately is fierce. First-hand, I have seen companies being more proactive in sourcing for passive candidates, and they are spending a lot of money on tools and recruiter licenses attempting to blanket the job boards with their critical roles. But it's not enough.

As a high-demand candidate myself, I am inundated with countless unsolicited emails asking if I would be interested in working for a hot new "great opportunity." Everyone wants my time, and 95% of the emails I get all sound the same.

I say all of this to show that we all have the same challenges; getting prospects to respond to our inquiries! We all struggle to understand the language of sales and marketing.

Steve Martin, author of "Sales Strategy Playbook," is quoted as saying, "If you are in sales, you need to study language and perfect your use of words because they are your most important competitive weapon."

Getting more responses from inquiries is based on a few critical aspects of what potential candidates want to know. In a recent online survey posted on SourceCon's website, here's what prospective candidates want to know when a recruiter reaches out:

1. Role responsibilities - 69%
2. Why you're reaching out - 64%
3. Estimated salary range - 52%
4. Company Culture - 45%
5. Role seniority - 33%
6. Company mission - 33%

Additionally, here are the big yeses and nos when reaching out to discussing a role with prospective candidates:

NO!

- ☐ Me, me, me
- ☐ My needs, my job, my opportunity
- ☐ My company

YES!

- ☐ Them, them, them.
- ☐ Their current situation
- ☐ Their interests and challenges
- ☐ Their plans and desires
- ☐ Have a conversation and speak in their language, this builds rapport and trust

I have also provided some key elements below that should be included in a highly effective message:

- ☐ Eye-catching and interesting subject lines (signal vs. noise)
- ☐ Be human: a person first and a sourcer/recruiter second
- ☐ Have empathy for your audience
- ☐ Use a conversational tone
- ☐ Include hyper-personalized content
- ☐ Explain how you found them
- ☐ Explain, briefly, why you're reaching out and be specific when discussing their profile and experience
- ☐ Create knowledge gaps
- ☐ Use social proofs; (look it up)
- ☐ Appeal to your audience's emotions
- ☐ Call to action
- ☐ End with a question (Reciprocity)
- ☐ Be professionally persistent. Don't give up on the first three tries!

Regardless of the tactics, we choose to employ, the most important aspect is that we truly understand and respect talent marketing.

Marketing to prospects, building your brand, and focusing on relationships, not jobs, makes sense. Many successful sales and marketing teams have become incredibly sophisticated in the way they interact with their target audience; recruiting teams following suit only makes sense.

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6 Independent Recruitment Firms Join NPAworldwide

Six independent recruitment firms have joined NPAworldwide to expand their capacity to serve clients and candidates.

Talent Growth Partners (www.talentgrowthpartners.com), Milwaukee, Wisconsin, USA

Advisory firm providing talent strategy, business assessment, human resources consulting, succession planning, workforce development, and recruiting services

Compliance Recruitment Solutions (www.compliancerecruitment.com), London, United Kingdom

Specialists in compliance, data privacy, financial crime (including anti-bribery & corruption & anti-money laundering) & risk across all sectors but especially financial services (FCA, SEC or local equivalent), pharma & telecommunications

Precise Technical Staffing (www.precisetechnicalstaffing.com), Dallas, Texas, USA

Recruiting top technology talent in the oil and gas, banking and finance, healthcare, government, entertainment, hospitality, and technology sectors

Target Impact (www.targetimpact.com.au), Brisbane, Queensland, Australia

Specialists in enterprise sales professionals in banking, finance, software and executive search

Talent to Hire Inc. (talenttohire.com), Toronto, Ontario, Canada

Technology and business development recruitment in the areas of financial, insurance, mining, healthcare, telco, mobile, gaming, retail, legal, manufacturing, construction, telecommunications, cannabis, and software/ start-ups

BJRC Corp. (bjrconsultants.com), Toronto, Ontario, Canada

Focus is recruiting legal and compliance professionals

"Congratulations to each of our new member recruitment firms," said Dave Nerz, president of NPAworldwide. "By joining our global recruitment network, these firms are invested as owners. Membership in NPAworldwide allows independent recruitment firms to more effectively serve their clients and candidates by adding or increasing split placements."

NPAworldwide membership is offered on a selective basis to independently-owned recruitment firms who meet the network's enrollment criteria and have a strategic interest in making split placements.

About NPAworldwide. NPAworldwide is a global recruitment network facilitating placements between its members. The network has more than 550 member offices across 6 continents. For more information, please visit www.npaworldwide.com or www.npaworldwideworks.com.

PleXus Health Science's Hunt for Qualified Candidates to Represent the Ultimate UV Sanitizing Device Pays Off 50 Fold

PleXus Health Science's search for qualified sales reps to market its ultraviolet sanitizing system, the UVC-650 as effectively as the system wipes out COVID-19 has resulted in its hiring 50 top-notch reps who'll be scouring the country.

PleXus Health Science's sales representatives will be a part of the new industry standard of cleanliness and COVID-19 safety. "These highly-motivated individuals will scour the country spurring lifesaving sales of our well-tested UVC-650, the ultra-innovative, portable, and easy to use device," said PleXus Health Science CEO Dario Gristina. This device is ideal for restaurants, doctors' offices, gyms, hotels, schools, office buildings, and any other spaces that could potentially expose any virus or COVID-19, the company said.

Plexus Health Science invariably works to provide its customers with the best sanitizing products in their arsenal. They invoke a sense of cleanliness through their ultraviolet sanitizing system, UVC-650. The UV-C 650 aggressively combats germs without leaving any odors or any excess chemicals in the air that would jeopardize the health of the operators. The high-intensity UV-C light begins working immediately to kill germs upon contact. Unlike aerosols or other liquid sanitization methods, UV-C is safe to use in any room and on any surface without the risk of damage. The user-friendly interface allows you to program your cleaning cycle safely and efficiently. The commercial-grade power of Plexus creates maximum output tested and proven to effectively sanitize up to 650 sq. ft. in just five minutes, with a quick turnaround and minimal interruption to business.

With a multitude of Sales Representatives now at their beckoning, PleXus Health Science can now impart their vision to a number of potential clients. Sales rep applicants may send resume to jobs@plexushealthscience.com.



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