

Reactivating Existing Candidates in Your ATS to Fill Job Orders

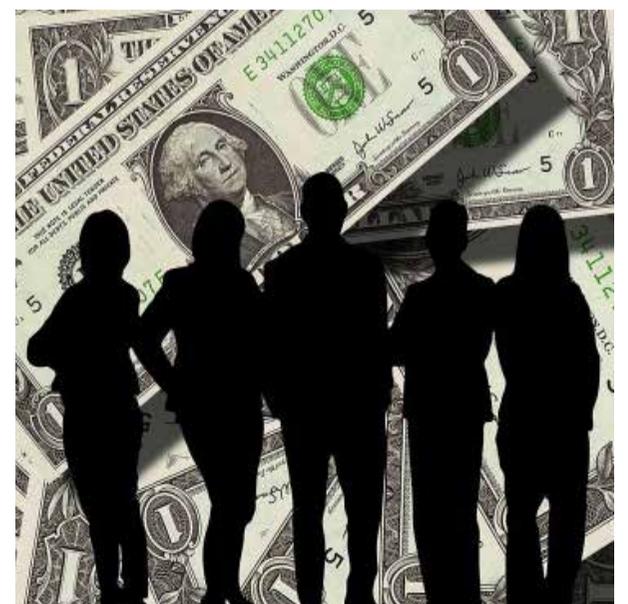
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You Didn't Know
What You Had...
until you lost it

What Is GEO? Your
Firm's Guide to Ranking
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DID YOU KNOW?

- * The more data you have, the richer the results will be when sourcing candidates in your ATS. pg 6
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Reactivating Existing Candidates in Your ATS to Fill Job Orders

By Jennifer Roeslmeier Mikels

Staffing companies sit on hundreds, if not thousands, of candidates in their ATS. Yet existing databases are significantly underutilized. Often instead of taking advantage of the pool of candidates in front of us, the first thought is to utilize a job board to find applicants for a role. Job boards are an effective way to find candidates, but your ATS can also be just as effective. When your ATS is utilized to its fullest, it can become a major source for finding quality candidates.

[A recent study from Glassdoor](#) showed that recruiter sourced candidates represented 14% of all job offers in 2025, up from 7% in 2023. Direct sourcing nearly doubling in two years shows the effectiveness of direct outreach. The same study also showed that referred candidates are 35% more likely to receive offers compared to those who start with an online application. This too can be an opportunity for reaching out to existing candidates in your ATS for referrals.

In this article, we will take a look at tactics for maintaining candidate data in your ATS and we will also look at ways to utilize your ATS to match candidates with jobs.

Maintaining Your Candidate Data in Your ATS

Keep Data Clean and Complete

For your ATS to be effective when sourcing candidates, you first must keep your candidate data clean and complete. Every new candidate that enters your system should have a complete profile. Missing information won't yield any results when searching for them later. You can have the most qualified candidate in your database, yet they are never found due to an incomplete record. Think about Name, Contact Information, Address, Skills, Work History, Education, etc. These are some examples of basic information all candidate records should have. If you are missing their address, how can you search for candidates in specific areas? If you are missing skills, how can you find them when searching for candidates with a certain skill set?

For consistency, create a manual for entering candidates into your ATS that everyone at your staffing agency can follow. This way, all new candidates coming into the system are entered the same way. Candidates may be coming into your ATS through your website, job boards, and other sources. Once the recruiter connects with them, this is the opportunity to gather any other key information that may be missing from their candidate record.

Track Activities and Activity Notes

"If it isn't documented, it didn't happen." This old saying couldn't be more true when working with data in your ATS. It is important that all candidate activities and activity notes are tracked. This means candidate statuses should be changed when moving to another phase in the recruiting cycle and all communication with the candidate should be shown in the activity notes. Without this information, recruiters can't see what previously happened with that candidate and they can't see insights into the "candidate story."

This too should also be recorded in a company manual. The manual



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should outline how to log activities and activity notes, so again everyone is logging activities the same way. **The more data you have, the richer the results will be when sourcing candidates in your ATS.**

Add Top Candidates to Pipelines and Favorite Lists

When working with candidates, you always come across favorites and "top" candidates. Whether they are candidates that didn't work out to place them onto a job or previous candidates that worked for you in the past, add these candidates to a pipeline or favorites list in your ATS. You can break the lists out by roles or industry, based on what is most appropriate for your staffing agency. These lists can be very valuable for tracking your top, qualified candidates and making them easily accessible. If your ATS offers this feature, you may even be able to go a step further and rank the candidates on your pipeline based on a 1 to 5 or 1 to 10 rating scale.

How to Utilize Your ATS to Reengage Candidates

Use the Tried and True Search Tools in Your ATS

Sometimes there is no need to get fancy when searching for candidates. If you follow the above ways for maintaining candidate data in your ATS, your tried and true search tools will yield the results you are looking for. Search tools in your ATS should be robust, allowing you to use the basic search functionality to enter the exact criteria a candidate should have for a position. From the search results, you can send a quick text or email to the candidates, seeing if they are interested.

Some key searches that may be helpful when direct sourcing is searching by:

- Skills
- Position
- Employment History Titles
- Location (if there is a specific location you are recruiting for)
- Last Contacted (to find candidates you haven't reached out to in a while)
- Dates Last Worked (to find former employees you may want to reach out to again)

Another important search is a Full Text Search for keywords. A Full Text Search scours your database for certain keywords in a candidate's profile, including their resume. Not only can it search for keywords, but it can search for synonyms. This is handy if you want to search by position to see what candidates have held a similar role. It is also handy when looking for a specific skill set. If you aren't already taking advantage of the Full Text Search, be sure to check out your ATS to see if it has this feature.

Note As you are conducting searches and sourcing candidates for a position, create a pipeline in your ATS to keep track of your candidate list.

Utilize a Candidate Mobile App for Candidate Engagement and Matching

A [candidate mobile app](#) is one of the best ways you can keep candidates engaged with your staffing agency, before employment, during, and after. A candidate mobile app will allow candidates to view your open jobs, apply, message with

the recruiter, and more. One of the biggest advantages that could be available with a mobile app, is the ability to push out [AI-powered invites](#) to pre-qualified candidates that meet the criteria for a job. Candidates can accept the job on the spot and be put onto the assignment in your ATS. This creates the ultimate candidate experience. As more candidates search for self-service tools, a

candidate mobile app is an **easy and effective** way for candidates to stay engaged with your agency as they search for assignments.

Take Advantage of AI Tools for Re-Engagement and Screening

This article wouldn't be complete if we didn't talk about AI tools you can take advantage of for re-engagement and screening. AI and automation tools, such as with our partner [Sense](#), can help you re-engage with candidates. We will look at a few ways on how AI can help with re-engagement.

Keeps Candidate Information Up to Date

AI and automation tools that integrate with your ATS, can help you keep candidate information up to date. You can have a candidate in your ATS from years ago and the last communication was from just then. AI tools can help you send emails or texts to candidates to confirm their information is still correct. If not, they can update their information and this information is automatically updated in your ATS. This is a great way to keep candidate information clean and accurate, so you are communicating the best way and finding the right jobs for them.

Use it for Candidate Matching and Screening

AI tools can help match candidates to jobs in your ATS.

If a candidate meets the criteria for a position, an automatic email or text can go out to that candidate to pre-screen them for a job. If they pass the screening, the candidate can be automatically assigned to the position in your ATS. This eliminates back and forth communication and streamlines candidate matching to a job.

Automated Communication and Check-Ins

AI and automation tools can also be used to trigger emails and text messages for candidates that meet certain criteria. For example, if a candidate hasn't been contacted in a certain period of time, an automatic email can go out to that candidate checking in to see if they are seeking a role. In your check in communication, you can also mention if they aren't looking if they know of anyone that is seeking a new role. This ties back to the referral stat noted earlier, that 35% of referrals are more likely to receive job offers. Check-in texts are a great opportunity to see if you can get any referrals.

Re-engaging with Candidates Today

Your ATS is a powerful tool. When information is stored clean and completely, it becomes an even more powerful tool for sourcing candidates. Sometimes your best candidates are right in front of you. By utilizing the tools in your ATS, you can find and place candidates quicker. AI tools and a candidate mobile app can help streamline candidate matching and eliminate some of the minutiae involved with traditional recruiting practices. Hope these tips help as you reactivate your candidate database and match more of your existing candidates to jobs!

*Questions about re-engaging with candidates in your ATS? [Contact Us](#) to learn more about how you can take advantage of an ATS like Ultra-**Staff** EDGE Staffing Software to reactivate candidates in your ATS with today's top staffing tools.*



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You Didn't Know What You Had...until you lost it

By Michael Neidle

You Didn't Know What You Had...until you lost it

***YESTERDAY All my troubles seemed so far away. Now it looks
as though they're here to stay. Oh, I believe in yesterday.***

***Suddenly I'm not half the man I used to be. There's a shadow hanging' over me Oh, I
believe in yesterday.***

***Love was such an easy game to play Now I need a place to hide away Oh, I believe in
yesterday.***

Overview. You may recall the famous Beatles song "Yesterday" and its poignant lyrics that: ... *all my troubles seemed far away, now they're here to stay.* It is fundamentally human to take our present state for granted, that is, until circumstances change. Whether in matters of health, financial security, business stability, economic prosperity, or international peace, we develop a deep a feeling of apprehension and uncertainty when a transformative event from a prior time enters our lives and "Yesterday" is 60 years old but is timeless gratitude, and empathy in navigating the complexities of modern life. We stand at an inflection point in human history where technological capabilities may finally outpace our ability to adapt to our social and economic structures. This serves as a poignant reminder of where we were and the importance of planning for the future and the hindsight of where we might be heading as to corporations and individuals as we will note.

Throughout history, we have lived immersed in the present moment, consumed by the demands and opportunities of everyday life. For many, the demands of daily existence create constant challenges. Yet consider those fortunate enough to balance life's ever-changing demands with a fulfilling career, stable family life, meaningful friendships, good health, no major environmental cataclysms, and financial security. Such people may not regularly pause to appreciate their circumstances, so they don't forget how fortunate indeed they are and don't get too cocky and secure and not fully value the situation they have arrived at, with the assets they have accumulated and the stable life they have. Perhaps they might have done a few things differently like not put most all of their money on that can't lose hot stock trade or not kept that secret amorous rendezvous and lost the good life. Yes, by not appreciating that *Yesterday* moment, and how good it really, before making bad decisions. Sometime ones situations is pretty damn good, and doing things that were not so smart lost all of that and we now can only reminisce about them now, for they are gone.

The same applies to companies who were doing great, until the CEO thought that his string of the last 20 years of steady growth, even with downturns in the economy, and thought of himself and the company to be bulletproof and dismissed the downturn with its impact on the company. Therefore, he decides to enter a new market while his competitors were doing poorly. The company new venture was not doing well, and he was distracted from running the core business which was in itself now in a downturn. So, he thought that was a good time to enter a new market. While he was doing that, new competitors knew he always bragged about how well he was doing, decided to enter his market,

but this was not only to compounded his problems. He recognized that he took his eye off of the ball, his core business. This might have been appropriate action in good times, but these were not good times. He blamed his advisors for telling him about the opportunities in new markets. Clearly he was the decision maker and responsible for all that happened and in hindsight this was not exactly the time to enter a new market. And a new market that he knew very little about. As a result, the company was now in big trouble. He could blame his advisors who said he could not lose, but he was the one responsible. The company forgot about the new market, which he already wrote off, but now his bigger trouble, as the core business was also in difficulty, with eroding, sales, margins and profit. After a board meeting, he was out of a job. He was not bulletproof after all. His prior accomplishments were a thing of the past. He gambled his future and it was not the time to bet. He lost the bet that he could not even conceive was on the line after a string of 20 years of sustained growth and profits. He assumed that his job was guaranteed. But he should have known what they say about the word "assumption". Ah, Yesterday, and now I need a place to hide away. Oh, I believe in yesterday.

This theme, of both doing what has worked for you in the past, along with what has to be done today, recognizing where the differences are, with respect to, the economy, society, politics, and technology. New problems need different new solutions, but what has worked well in similar situations should be factored into your calculus. New problems should be a point of reference, but the same template sound is not applied everywhere. Navigating for change should not duplicate what one has done before when facts and conditions have been altered. We will explore this as to employees, freelance workers, business owners, innovators, entrepreneurs, companies, and the government.

What do you need to do to feel secure in catching next big tech wave to bring you to new economic heights or just survive after a possible 2026 economic downturn. What risks can you afford to take and what additional resources do you need to avoid. Certainly, one needs to stay abreast of the continuing advancements in the world of technology, and specifically, Artificial Intelligence AI in all of its various forms and incarnations like AGI, ASI, and QAGI. (see Linked In Michael Neidle, Staying Relevant in a Changing AI World).

News. All the Information. All the Time. Overloading Our Ability to Process and Act. In our modern world, technological advances have brought unprecedented connectivity and access to information. Between YouTube, TikTok, and breaking news notifications that appear on our smartphones, we have constant access to global events and diverse perspectives. The news is almost always bad news, but this is the rise to two insidious problems that purports to be news but to call it fake news, is an insult to this world. It is fraudulent and often malicious. Fraudulent by supposedly offering information that you hang on to every word, but never receive any confirmation of, such as your favorite home team just signed Mr. Wonderful but he never did sign. It was all bogus. The owner of YouTube channel was rewarded by the number of clicks on that headline, and

again how long they kept you watching, they earned money by keeping you engaged. A total scam, that YouTube does not police.

Know your customer and what they want, analyze market trends, demographics, are on top of leading indicators. Well run companies also know their own KPI's, and their capabilities. They are early adopters of new technology. They aren't too concentrated in a small and declining market or have just one or two key client that represent most all of their business. The CEO is a good leader who knows how to motivate their staff with both recognition and financially. He hires and retains the right people and provides them with the right tools to do their job, and if he makes the wrong decision he own up to and cuts his losses. Having said all that, one can easily be overloaded with data as opposed to actionable information. It's salient information that one needs. Too much unprocessed data and information leads to "paralysis thru analysis", where one has so much data and information that one becomes overwhelmed with too much of a good thing, one can't act. The same is done with those with access to the CEO. At the head of our government, a good Assistant to the President filters out those people, who can have direct access to POTUS. But there is just the right amount of infraction, not too much and not too little. The job of filtering must be done by a very experienced gate keeper if the filtering is set to high. This person needs a keen sense of balance and who not only what goes to the president, who sees him who can be trusted.

A similar situation applies to employees who want to be seen as valuable to their company. And when a RIF happens he is one of the last to be terminated. A company should know who its key employees are and who are not. Most key players are already known, and others may be glossed over for any one of a dozen reasons. For those who work product never reaches the decision maker, the valuable employee (or even a key freelancer or contractor) know their value but may easily be overlooked. The best opportunity to show his value through his boss who be encouraged to mention him to his bosses superior and if they need to move on are better prepared to join another company, along with a great reference. And as for the freelancers, it's just another gig, and they are normally prepared to move on any way. *You may have had known you had good thing but could not prevent losing it.*

A Perspective on Recent Changes: What Has Shifted.

Over the past several decades, the world has experienced remarkable transformations. Economically, many nations have seen substantial growth and development. Financial markets have generally trended upward despite periodic corrections creating wealth for investors and those with 401K plans alike. Yet we know things tend to run in cycles; you can sometime only prosper a few years after a large erase those losses. And everything ends at some time, maintaining politics power, being the most popular movie star, the dominant military power, and life itself. Even the perennial Superbowl champ Kansas City Chiefs didn't even make the playoffs this year.

Blockbuster was founded in 1984 was in the movie rental business. Employment peaked at 84,000 people with assets of \$27 million and 1,700 location, did not see

the end to their business model until it was too little too late. Streaming services like Netflix was the lifesaver that Blockbuster could have bought their way in, but for whatever reason decided that a covered wagon was just as good as a plane, train or an automobile. Blockbuster did not want to accept the fact that they were rapidly sinking. With revenues of \$3 billion in sales, and late fees alone of \$800 million, 65 million register uses and 9,000 outlets at their peak. This was their downfall seeing the peak tree and missing the perspective of a forest being clean-cut down. Was it a case of purposeful blindness or belief that streaming was an illusion? Who really knows, but Netflix was huffing and puffing until they blew Blockbusters house down.

The impact of AI is just coming into focus, and AI will be far from a minimal threat to success in most areas of commerce, science and just about everything else. Everyone will be impacted in some way, if they don't know it yet. It is their responsibility to find out and figure out how to participate in a generational tsunami. Like Blockbuster, if they don't get with the program, they will go the way of the dinosaur. The only ones still around are in theme parks, museums or on Netflix streaming Godzilla movies. When was the last time you met someone without an iPhone or an Android? It might be the person who lost it to the person who asked a stranger to take her picture and ran away with it, or for a country it is poor North Korea. The poorest of poor countries, many of which are in Africa, have been so far left behind and to have almost no hope of ever catching up with modernity. Getting through the day is challenge enough when you do not know when or if your next meal will come. Billions of adults worldwide, who had no education, or after 30 never had a real job, will ever get one, or live past 50.

The Value of Reflection and Appreciation.

There is a tendency to not appreciate one's circumstances, and this happens far too often. You may be living the high life and went to Portugal on vacation, but your neighbor went to Monaco as a guest of the king. Now that's a buzzkill. For some its going from good to even better is not appreciate until you are part of a RIF or learn that you were diagnosed with a debilitating illness. As this title of this article suggests, don't wait until something really bad happens for you to put your life into perspective. This is not merely a personal observation but a well-documented psychological phenomenon. This pattern has far-reaching implications affecting everything from personal relationships and resource management to the reduction in government subsidies. This has been documented by research work by psychologist John Gottman who has shown that successful relationships, be they in business and in commerce require active appreciation and regular acknowledgment of positive qualities, rather than taking relationships for granted and seeing only those things that have impact them negatively. This should be an important consideration in well run corporation. That is periodically letting them know all of the perks and benefits and things that are below their radar that are often not appreciated because the company does not teach them. And there are the simple compliments, awards, recognition of anniversary dates, happy birthday greeting and simply thank you that go a long way. Key employees whose efforts are handsome and remunerate do not need this same treatment, but nevertheless they should not be overlooked in these messaging. Retention is most always more just the money; but being appreciated and part of the management team.

Being proactive requires a well thought out customized plan. By consciously reflecting on what we value in employees, we should take proactive steps to preserve and enhance this relationship, rather than waiting for circumstances to force such recognition or only do this during annual review *You didn't know what you had, until you lost it.* This is demonstrated by inevitable business cycles and the corollary emotional reactions to it. This is especially the concern and despair, and the concern, followed by until you lost it phase, which in this case is an overreaction to concern is followed by our fortunes having to improved and the reaction is one of elation. Yet, which path will be in the future as a path may be either upward (green) or downward (red) has not been determined.

The same should be done with all customers, but especially the key ones, recognizing them as important to you as not only a valued customer, but to you personally, for the perspective they bring to you and implementing them into your services wherever possible. One of our clients used this concept not only to convert prospect into customers. But using their regularly held cocktail parties, where rich and famous and the whose-who of silicon valley, which is worth its weight in gold, mixed freely at the Atherton Valley address.

The Impact on Employees and the Evolving Nature of Work

The employment landscape has undergone significant transformation over recent decades, presenting both challenges and new opportunities for workers. Employees in many developed nations have experienced periods of a relatively strong job market with historically low unemployment rates. Unemployment fell recently to 3.7% in 2019. a six years low, after COVID 19, and the initial collapse of the supply chain, new international hot spots, a new impeachment proceeding, full impact of tariffs, and layoffs. This rate was the lowest in 55 years, but this is unlikely to last, assuming this number was properly calculated, for the head of the administration was terminated in last August as POTUS did not believe the transition from one industry to another and from career to another which will be a challenge, but with the move to AI this is more essential than ever. The rapid pace of technological change requires continuous learning and adaptation. Workers increasingly recognize that career success demands ongoing skill development rather than relying solely on credentials earned in an earlier life. Forward-thinking employers like AT&T have invested over \$1 billion in employee reskilling programs, recognizing that developing existing talent often proves more effective than replacing workers.

Contingent and Similar Workers in the Today's Economy.

The workforce includes non-only regular employees a substantial number and growing portion our manpower. These people are categorized as contingent worker aka freelancers, temporaries, temps, a freelancer, locum tenens, traveling nurses, those who doing gigs (sometimes a one off thing, like a musician filling in for someone else), or a contractors, most often a non-benefited person on an assignment/gig. This may be a onetime thing, or something or more and end before another one ever happens. A freelancers can represent all of these groups, but often on their own or thru an agent of agency. These areas

have experienced substantial growth over the past few decades, fundamentally reshaping how many people approach their jobs and careers. This group accounts for 4.5 to 5.8 %, (depending on the definitions) of all workers and has grown substantially over the years. Some 30 to 45% of all workers, (again depending on definitions), at one time or another worked as a freelancers or temps, or not a regulars year-around employment. This has been a substantial benefit for companies with ability to have core team and flex its size for more or less work, and for specialists not requiring a 40 hour per week job. The entire temp, freelance, gig or like economy last year contributed \$1.2 trillion to the economy, with staffing firms placing temporaries representation some 50% of this amount. The data here is from the BLS and Uplink and others.

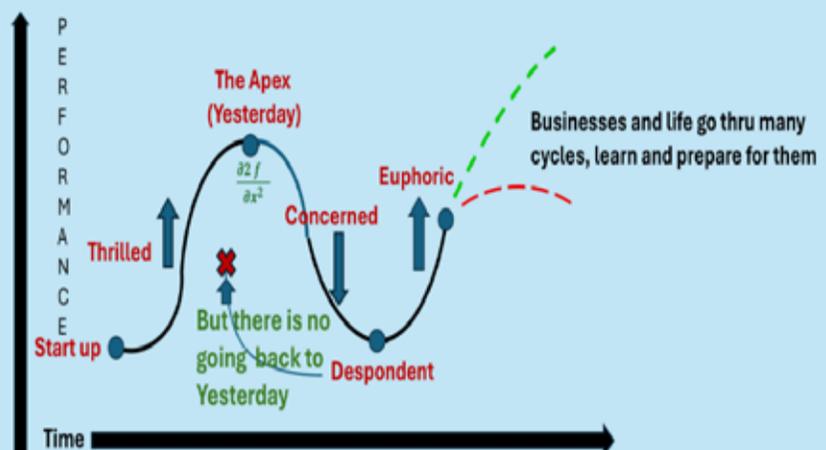
Economic pressures may affect specialty temporaries, traveling nurses and locum tenants differently than other freelancers . During recessions, companies often reduce discretionary spending on external contractors before laying off permanent staff, making freelancers especially vulnerable to economic cycles. Conversely, in recovering economies, companies may hire temps and freelancers before committing to permanent headcount, creating early opportunities for independent workers. Understanding these patterns helps contingent workers develop strategies to weather economic variations through diversified client bases, financial reserves, and flexible service offerings.

Contingent and Similar Workers in the Today's Economy. The workforce includes non-only regular employees a substantial number and growing portion our manpower. These people are categorized as contingent worker aka freelancers, temporaries, temps, a freelancer, locum tenens, traveling nurses, those who doing gigs (sometimes a one off thing, like a musician filling in for someone else), or a contractors, most often a non-benefited person on an assignment/gig. This may be a onetime thing, or something or more and end before another one ever happens. A freelancers can represent all of these groups, but often on their own or thru an agent of agency. These areas have experienced substantial growth over the past few decades, fundamentally reshaping how many people approach their jobs and careers. This group accounts for 4.5 to 5.8 %, (depending on the definitions) of all workers and has grown substantially over the years. Some 30 to 45% of all workers, (again depending on definitions), at one time or another worked as a freelancers or temps, or not a regulars year-around employment. This has been a substantial benefit for companies with ability to have core team and flex its size for more or less work, and for specialists not requiring a 40 hour per week job. The entire temp, freelance, gig or like economy last year contributed \$1.2 trillion to the economy, with staffing firms placing temporaries representation some 50% of this amount. The data here is from the BLS and Uplink and others.

Economic pressures may affect specialty temporaries, traveling nurses and locum tenants differently than other freelancers . During recessions, companies often reduce discretionary spending on external contractors before laying off permanent staff, making freelancers especially vulnerable to economic cycles. Conversely, in recovering economies, companies may hire temps and freelancers before committing to permanent headcount, creating early opportunities for independent workers. Understanding these patterns helps contingent workers develop strategies to weather economic variations through diversified client bases, financial reserves, and flexible service offerings.

STAGES IN BUSINESS or PERSONAL CYCLE

...you didn't know what you had... until you lost it



Michael Neidle

President /CEO of Optimal Management, Inc

JUST ASK Judy

Don't Get Lost in the Technology!



By Judy Collins

Technology should support recruiting, not run it! Many times, recruiters don't lose effectiveness because of too little technology, they lose momentum because of too much, poorly managed, technology. When the tools become the focus, recruiters spend more time updating systems rather than talking with people. Recruiting technology has advanced rapidly, but more tools do not automatically create better outcomes. We need to put new technology into perspective, so everyone is a winner.

Protect Your Time, Don't Consume It

I spoke with executive recruiter and President of Sales Recruiters Inc., Henry Glickel, who said that the best recruiters use technology to protect their time, not consume it. Success comes from clear workflows, fewer, better tools, and the use of strong human judgement layered on top of automation. Staying updated doesn't mean chasing every new tool. Recruiters fall behind when they are constantly switching tools, adding new technology without fixing the process, and adopting trends without clear expectations.

Use Technology for Repetitive Functions

Technology is best used to automate repetitive messages that will reduce administrative loads and speed up the communication process. It should not replace relationship- building, candidate evaluation, client advising, and helping train the all-important closing conversations.

Have One "System of Truth"

The most effective and simple solution is to have one system of truth – one primary ATS/CRM as the source of truth. All other tools feed into the main system; not compete with it. Without this, information gets duplicated, outdated, or lost. The ATS – Applicant Tracking System – acts as the central system. Organizations rely on one main platform to avoid the risk of fragmented data. The CRM – Customer Relationship Management – acts as a single source of truth for interactions and data, keeping information in one place, and improving alignment across teams. The one system-of-record method points out and explains why technology should unify information rather than scatter it across different systems. You need key automation for scheduling, follow-ups, and summaries. You need one central dashboard for pipeline health and client activity. It is important to schedule at least a 30-minute window weekly for cleanup and review.

Use AI for Admin Work and Keep "the Human Touch" for Handling People

It is smart to use AI for resume summaries, candidate notes, outreach memos, and interview recap documentation. You need "the human touch" for fit assessments, motivation, negotiation, and relationship management. SHRM emphasizes that AI and recruiting technology must operate together with human oversight, governance, and clear guidelines. The key insight is that technology should buy recruiters time – not steal it!

AI should handle admin work so recruiters can focus on people. If your tech stack feels overwhelming, it is probably doing too much. Effective recruiters focus on clarity – they use technology to simplify their work – not complicate it. Recruiters who stay disciplined with their tools, review workflows regularly, and adopt technology intentionally, remain productive, current, and competitive without becoming overwhelmed.

For more information on this topic and several more, please see my new YouTube Channel, *Just Ask Judy*, @JudyCollinsStaffingResources. Henry and I talk about the best use of technology to stay ahead – without getting lost in the system. Contact me for more information on Employer of Record Services and Back Office Support. I can be reached at 713-858-2677, judy@jcsrllc.com, or visit my website at <https://www.jcsrllc.com>!

[Read More By Judy Collins](#)



Proclaim Your Professional Breakthrough Now

QUESTION: What's the best way to get the most out of the entire year?

Clarity is Key for Implementation and Execution

The biggest thing I have always seen with clients, my recruiters, and myself, quite bluntly, is whenever I have struggled with implementation, execution, and delivery, I find that I have lacked clarity on what I truly wanted. Yeah, I wanted more money or more placements. Still, if I had not defined that specifically, I would struggle when I said more money.

If I did have a specific amount, then I did not have a place to allocate it, meaning, was it going to go into savings? Was it going to go into money for a down payment on a house, a different vehicle, a vacation, or long-term financial security?

The Importance of Vision

When I was a young parent, my daughter about 5 years old and it was a rainy weekend, we decided to do a puzzle. This puzzle was designed for a 5-year-old, and it was nothing too complex, but I was always taught that you begin by spreading out all the pieces and doing the edges.

One of the questions I always ask people is, when you start a puzzle, what's your first step? Generally, people say you do the edges, flip all the pieces over, and combine the right colors. Those are all great second, third, or fourth steps. However, the natural first step is looking at the box top.

My ah-ha moment came when I was building this puzzle with my daughter and she said, "Look, Daddy, it's a beach scene." I said, "Oh, we're building a beach scene."

New Year's Eve Reflection

What is your box top? What exactly, specifically, and precisely are you trying to build to make it a great year? The question you can ask yourself is this: Imagine it's December 31st. It is New Year's Eve. You and I were to meet at a holiday party, and you came up to me and said; I had my best year ever. Or, I had a great year and was thrilled with my progress. Write down exactly what you accomplished.

What has to be true for you to be delighted with your progress, personally and professionally, on December 31st?

Images in The Brain

Get really vivid with your answers. You want to **avoid general goals** such as more revenue and more time off.

If it is more money, be specific! Say something like, "I billed another \$125,000, and I had some expenses associated with that, and I paid some taxes, and I kept \$90,000. Of that \$90,000, I took this exotic vacation, and we went to Fiji, and then I took another week on Alaskan cruise." You start detailing where you went on that cruise because the brain works off images.

The brain works off images. It is important to remember that because when you say make another \$125,000 a year, that really does not register. Once you say, well, I am going to eliminate \$20,000 of debt, I am going to go on those exotic vacations, I am going to put \$10,000 away toward my child's education, now those are all motivations.

Painting Your Box Top

To get off to a quick start, answer that question. Paint your box top. Bonus points if you look three years out and say, here is personally and professionally what my life looks like three years from today. The beauty of going three years out is that your brain will not fight you as much on it if it is realistic. Your brain will not fight you as much on, "But I do not know how to do it."

All good goals, all challenging goals, one should not know how to do them when they set them. If you know exactly how to do them, you are probably just experiencing marginal growth for what you have already been doing from an existing standpoint. I would invite you to consider that it is only paper when writing stuff down! But if it comes up as a point of desire, there has got to be a path to getting there. You do not have to know what it is when you set the desire. You just have to start taking the first step.

Reverse Engineering Your Goals

I use this in our training a lot, too. If you are going to leave in the middle of the night from New York City in a car and drive to Los Angeles, you will plug the address into your GPS so it tells you to take this turn, take that turn, take this turn. Here's the other thing: it is at night.

Ask Coach Mike

Let's assume there are not even any streetlights.

Your headlights give you 100 to 200 yards worth of view or vision. When you go 100 feet, your headlights go another 100 feet. You always have 300 yards worth of vision. You cannot see Los Angeles in your headlights. Even if you are going during the day, you cannot see Los Angeles. You are following the GPS, and your headlights are lighting the way.

Stuff Shows Up

The combination of answering this question and beginning to take action is essential because if you back test this in your own life, I think you will find that as soon as you start taking action, ideas, strategies, people's help, whatever, begins to show up that will take you the next 100 yards and the next 100 yards until you ultimately get to your destination. I would set that intent and then I would begin to reverse engineer it.

Here is where I want to be on December 31st. Here is where I need to be on October 31st. And if I want to be here on October 31st, here is where I should probably be on July 31st. If I should be there on July 31st, what does a great first week of July look like to put me on target for October 31st, which puts me on target for December 31st? When you think a year out, it is too long, but I can think a week out and get really specific and granular with a month, a week, and a day.

P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:

- 1. Grab a free copy of my Retainer Blueprint**
It's the exact, step-by-step process of getting clients to give you money upfront. <https://get.therecruiteru.com/lm>
- 2. Join the Recruiter Think Tank** and connect with firm owners who are scaling, too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. <https://www.facebook.com/groups/there...>
- 3. Join me at our next event**
3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event. <https://get.therecruiteru.com/live>
- 4. Work with me and my team privately**
And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. <https://get.therecruiteru.com/scale-now>

Download a Free copy of *Your Vision*, the first and most important step (that most recruiters skip) to hitting your goals: <https://get.therecruiteru.com/your-vision>

[Read More by Mike Gionta](#)



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

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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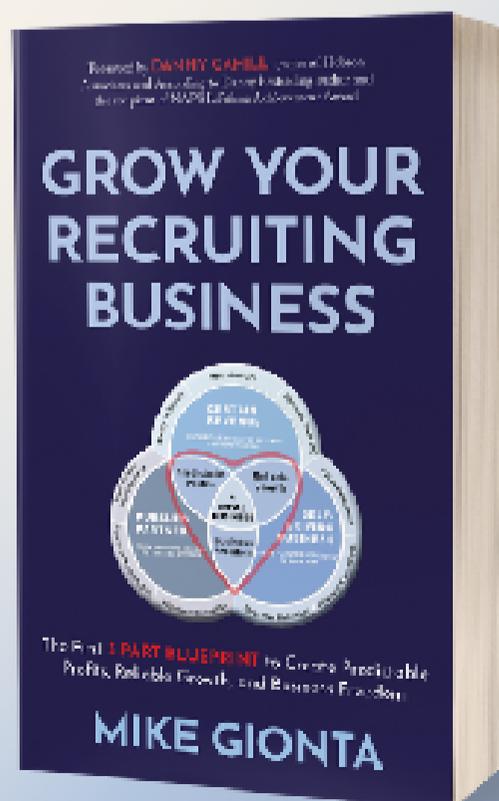
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"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They also present it in a way that breaks it down to help you identify your starting steps, and to keep you going." – Marts King





By Tricia Tamkin

Stop Apologizing for Your Fees

Let's talk fees. In the U.S., 25% is the standard for perm placements. Yes, some recruiters try 20%, 15%, or even 10%. They're not succeeding; they're just selling themselves as the cheapest option in a business where quality talent is the single most significant driver of company success.

If a company is cutting corners on talent acquisition, that's all you need to know about the culture. When they're cheap in the one area that determines whether the business rises or falls, they'll be cheap everywhere else. That's a warning sign.

Some circumstances can warrant a rate under 25%, but I'd like that to be the floor, and I actually prefer precise percentages like 27.7%, 28.2%, or 32.7%. They feel calculated, researched, and non-negotiable. Round numbers feel random, like you're open to haggling.

Other fee structures can work in your favor. One MARS client priced the low end of six projected placements at 20 percent, totaled the fees, cut that number by 12.5 percent, and offered the client a simple deal: six hires for \$35,400 a month for six months. It reduced total revenue a bit, but it locked in stable, predictable cash flow. Predictability is what lets you hire, market, scale, and breathe. Fingers crossed.

Another client charges a \$15,000 monthly retainer plus 25% fees. Each quarter, the retainer total is deducted from actual fees and the difference is paid as a bonus. The retainer covers baseline costs, the fees become pure upside, and the recruiter gets paid to search and paid again when they deliver.

Flat fees can work, too. When comp ranges don't vary much, pitch it like this:

Mr. CFO, if we're building a real partnership, it doesn't make sense to incentivize me to present the most expensive candidates. A flat fee removes that conflict and lets me show you the most qualified people at the best value.

This instantly positions you as aligned with the client, not driven by salary inflation. They appreciate the transparency, and they appreciate knowing exactly what they'll pay.

Your fee structure often determines whether a deal succeeds or dies. Your instinct may be to charge less to win the business. Don't. Your value signals through your pricing. A meaningful portion of the market equates higher cost with higher competence. Discounting decreases your revenue, but more importantly, it decreases your credibility.

Cheap recruiters attract cheap clients. Premium recruiters attract clients who understand that quality costs money and that saving a little on fees is pointless when a bad hire can cost six figures or the failure of the business.

Stop apologizing for your fees. Stop discounting before anyone asks. You're not the bargain option. You're the smart option, and smart options are never the cheapest.

What Is GEO?

Your Firm's Guide to Ranking in Generative AI

By James Moul

In this post, we'll break down how GEO works, how it differs from SEO and AEO, and what you can do to rank in the tools shaping how people make decisions.

What is GEO?

GEO stands for **Generative Engine Optimization**, a digital marketing strategy that focuses on getting your brand and content recommended by generative AI tools.

These include:

- ChatGPT
- Google Gemini
- Claude
- Perplexity.ai
- And dozens of others that use AI to summarize and suggest answers

Unlike traditional SEO, which aims to help you rank on Google, GEO is about **getting your content into the results AI generates**, those summaries, lists, and recommendations people see without ever visiting a search engine.

Why GEO Matters to Staffing Firms

Today's decision-makers are no longer typing every question into Google. Instead, they're asking tools like ChatGPT:

"What's the best staffing software for a midsize healthcare agency?"

"Recommend top staffing firms for warehouse jobs in Texas."

"How do I reduce time-to-fill in my recruiting process?"

And guess what? ChatGPT will answer—**with or without your firm in the conversation.**

That's what makes generative engine optimization so important.

GEO helps:

- Get your blogs, videos, and social posts cited in AI-generated answers
- Establish topical authority with AI crawlers
- Position your firm as a go-to resource in your niche

It's not just about being found—it's about **being chosen.**

GEO vs. SEO vs. AIO vs. AEO

It's like alphabet soup, right? But understanding the difference is key to making smart marketing moves. Let's break down how GEO fits into the bigger picture:

- **SEO (Search Engine Optimization)** Optimizes content to rank in traditional search engines (Google, Bing).
- **AEO (Answer Engine Optimization)** Optimizes content for direct answers—like featured snippets and

answer boxes.

- **AIO (AI Optimization)** Optimizes content for discoverability in AI tools—focused on accessibility and structure.
- **GEO (Generative Engine Optimization)** Optimizes content to be recommended, cited, or summarized by generative AI tools during user conversations.

Think of GEO as the **top of the AI content pyramid**—it's how you influence what AI recommends.

How Does GEO Work?

GEO isn't about "tricking" the algorithm. It's about giving AI exactly what it needs to confidently recommend your content. Here's what generative AI tools look for:

- **Public, high-quality content** on crawlable platforms (like your blog or YouTube channel)
- **Clear topical authority** on niche subjects
- **Structured, scannable information** that's easy to summarize
- **Signals from trusted sources** and backlinks
- **Multimedia content** (video, podcasts, transcripts) that reinforce your expertise

If you're showing up on the sites AI tools use as sources, **you'll be cited and recommended.** If you're not? You're invisible to AI—no matter how great your service is.

GEO Best Practices for Staffing Firms

So, what should staffing firms do to optimize for GEO? Let's get tactical:

1. Publish Content Where AI Can Crawl It

AI tools pull from publicly accessible sources. That means:

- Blogs (especially long-form, structured posts)
- YouTube videos with captions and descriptions
- LinkedIn articles and public posts
- Podcasts with transcripts
- Case studies, FAQs, and resource pages

Keep your best content out of email-only campaigns and locked PDFs. Make it public and purposeful.

2. Establish Topical Authority

AI tools want to recommend experts. That means building a library of content on your niche. For example:

- If you specialize in healthcare staffing, publish at least 5–10 pieces around hiring trends, compliance, credentialing, and travel nurse management.
- If you focus on warehouse jobs, write about seasonal hiring, automation, and safety trends.

3. Optimize for Structure and Readability

What works for people works for machines. On your website and in your content, use:

- Headings (H2, H3)
- Bulleted and numbered lists
- Short paragraphs
- Bolded key terms
- Clear intros and summaries

Develop a website designed for both people and AI.

4. Leverage Multimedia Content

Generative engines often cite:

- YouTube transcripts
- Podcast notes
- Slide decks posted on LinkedIn or SlideShare

Use video and audio to expand your reach—and make sure it's posted somewhere public and searchable.

5. Include Relevant Backlinks and Sources

AI tools like Perplexity and Gemini use real-time search to verify sources. Cite industry authorities like:

- SHRM
- Staffing Industry Analysts (SIA)
- Gallup
- U.S. Bureau of Labor Statistics

Linking to credible sources boosts your trustworthiness in AI responses.

GEO in Action: A Staffing Example

Let's say a hiring manager types this into ChatGPT:

"Recommend a staffing firm that specializes in marketing roles." If your firm has:

- A public blog post on "How to Hire Freelance Copywriters"
- A LinkedIn post on digital marketing staffing trends
- A YouTube video about hiring for branding roles
- A strong web presence and internal links between related content...

Then your firm is more likely to be included in ChatGPT's response—either directly cited or summarized.

GEO isn't the future—it's right now.

If you're wondering, "What is GEO, and do I really need it?" Here's the truth:

GEO is already shaping the digital buyer journey.

You don't need to overhaul your entire strategy—you just need to align your content with how people (and machines) search today. The firms who invest now will become the default recommendations tomorrow.

Want your staffing firm to show up when people ask AI for help?

Speak to Haley Marketing's search experts. We'll help you implement GEO, AIO, AEO, and SEO strategies that get your content seen, shared, and recommended—by humans and machines alike.

Missed the earlier posts in this series?

What is AIO? How Staffing Firms Can Win the AI Visibility Game

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James studied professional and creative writing at college in Pennsylvania before becoming a freelance writer. Now, he's been a content writer and copywriter for almost a decade and couldn't be happier to put his talents to good use in the staffing industry as a part of the Haley Marketing team. When he's not working, James enjoys spending time with his wife and pets, fostering the occasional dog, trying out new restaurants and breweries, playing the drums, reading good books, and watching great documentaries.



New Staffing Productivity Report Shows Surge in Recruiter Activity

New ASA and Prodoscore Quarterly Report Tracks Recruiter Output, Work Patterns, and AI Adoption

A surge in recruiter activity in the fourth quarter of 2025 may signal strengthening labor market momentum in 2026, according to the first Staffing Productivity Report released by the American Staffing Association in partnership with Prodoscore, an ASA corporate partner.

The Prodoscore platform captures approximately 1.6 million monthly data points to analyze recruiters' productivity, work patterns, and artificial intelligence usage and compare average recruiter data with a sample of top performers. The Staffing Productivity Report provides valuable benchmarks staffing firms can use to gauge their own recruiters' productivity, measure performance, and identify growth opportunities.

"Recruiter activity is a key indicator of industry health," said Stephen Dwyer, president and chief executive officer of ASA. "Through our partnership with Prodoscore, ASA is delivering objective data, benchmarks, and deeper analyses to fuel staffing firms' growth.

"The new quarterly Staffing Productivity Report goes beyond the headlines to give staffing leaders the type of practical data they need to better evaluate performance and make informed business decisions," Dwyer added.

Sam Naficy, CEO at Prodoscore, added, "These findings provide objective data about the human side of the labor market that allows us to move beyond anecdotal evidence and deliver measurable benchmarks for recruiter productivity, work patterns, and AI adoption. The insights are exactly what staffing leaders need to optimize their teams, drive growth, and make smarter decisions in a dynamically shifting market."

Prodoscore's Adrian Reece, vice president of data science, and Armando Porres, vice president of sales, will join ASA chief economist Noah Yosif to present a free webinar on March 3 at 2 p.m. Eastern time, providing the first public briefing on findings from the report. To register, please visit americanstaffing.net.

About the American Staffing Association

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its state affiliates advance the interests of the industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices. For more information about ASA, visit americanstaffing.net.

About Prodoscore

Prodoscore is an AI-powered data intelligence solution designed to enhance the success of staffing teams. Prodoscore empowers employees and managers with objective data to streamline processes, support flexibility, and improve retention by surfacing actionable insights about how people work, regardless of location. The unique dataset enables smarter decision-making throughout the organization, modernizing people management, boosting productivity, and optimizing digital transformation.

Letter From The Editor



Recruiters don't need inspiration, they need practical guidance on increasing reach, winning retained searches, and scaling their businesses. They want clear comparisons, actionable insights, and proven strategies. Authors offer insights in every EMinfo issue and on EMinfo.com.

While human judgment remains essential, AI is a tool that, when used thoughtfully, can add speed and efficiency —though unchecked speed can lead to mistakes. Review text you've created with the help of AI to catch grammar errors that AI still makes or words that don't sound like you. As the increase of AI has been rapidly growing, so have errors! Don't make a costly mistake by not paying attention to your own posts on social sites.

Recruiting success starts with choosing a clear niche and building a focused game plan. Learn from peers about what to pursue and what to avoid. Focus is critical, so choose your niche wisely. Coach Mike shares some clues on finding clarity in this issue.

We welcome topic suggestions and sharing what's working based on insights from our EMinfo visitors.

Happy Recruiting...

Pat Turner

Don't miss out!

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