

# HOW TO CONTINUALLY RECRUIT QUALITY & QUALIFIED CANDIDATES



*& the 50 Best Strategies to Attract  
TOP Performers for Any Position*

Written by: **Grant D. Robinson**

# How to Continually Recruit Quality & Qualified Candidates

## (& the 50 Best Strategies to Attract TOP Performers for Any Position)

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## **Congratulations for downloading this very powerful book!**

It has been used for almost 20 years by some of the most successful organizations around the world to attract quality and qualified candidates. Whether you are a seasoned HR Manager, a very successful Small Business Leader or a brand new Entrepreneur hiring your first employee, this book will help you fill your business with the people you need to accomplish your goals.

### **About this Book & How to Use It:**

The first version of this book was written in 2002. Back then, the order of the 50 Best Recruiting Strategies were ranked a little differently. However, many of the best practices then are still best practices now.

Every year for the past 15 years, this book has been updated to reflect the current most successful recruiting strategies. Many of the “Active” Strategies have remained successful over the years. But the best “Passive” Strategies have changed and continue to change as recruiting websites rise and fall in popularity.

This book is written more like a guide with an area to take notes after each section. The book lists the 50 strategies that you should consider to recruit (& attract) TOP Performers. Some of these strategies may work for you, some may not. Success will vary per position, geographic region, your organization’s reputation, etc.

Along with the list of the 50 best no (or low) cost strategies, here’s what else you’ll discover in this book:

- Exactly why you are having trouble finding qualified, quality people
- How to build a “bullpen” of candidates for the next time you are hiring
- Why your ads don’t motivate quality people to apply for your jobs
- How to write ads that attract TOP Performers... and detract incompetent, lazy people from even applying and wasting your time
- **BONUS:** Just for reading to the end of this book and discovering all of the valuable information above, you’ll get \$498 in free gifts

The most successful organizations use a combination of “Active” and “Passive” Recruiting strategies. So should you! And the ideal amount of strategies to use per position will vary, but it’s typically around 10 per position at a time.

So as you read this book, choose the position you are recruiting for now (or will be soon) and circle the strategies you’ll be using to attract qualified people. Don’t quit reading, or rereading, until you circle at least 10 of the 50 strategies to use.

## About the Author:



**Grant D. Robinson** is the President of People Values and Author of the *TOP Performance System* (used to Recruit, Hire, Train, Develop & Retain TOP Performers in every position).

*(Okay... from now on, Grant is going to write this book in first person and rather than referring to himself as “Grant” as most authors do on their “About the Author” page, throughout the rest of this book he’s going to use the word “I”)*

I started People Values in 2000 at the age of just 27. It didn’t take me long in life to realize I was unemployable due to my stubbornness, need for independence and great intellect knowing I could do things better than others. Okay, that’s some sarcasm... but actually true. I was already done with working my way up the ladder only to find that my managers were even more stubborn than me to initiate the changes required to improve the organization.

And the changes I always wanted to make were to solve our number one problem... the “People Problems” that other managers seemed to ignore acting as if they’ll somehow magically disappear (*but never do without effort*). It always seemed whatever business I worked at, I was surrounded by unreliable, unmotivated people holding the business back.

I decided if I wasn’t going to be able to affect real change at the companies I worked for, I’d just start my own business helping open-minded small business leaders (& their teams) become more productive. My goal was to create a process to help my clients keep incompetent, lazy, non-producers off their payroll.

Today, 17 years later, I’m proud to have become a leader in the Business Management Consulting arena. At People Values, we’ve created an award winning process used by thousands of organizations around the world to find, hire and develop their most productive (& profitable) staff ever.

Our TOP Performance System has been recommended by these organizations, associations & publications (as well as many others):



## Before You Even Start Recruiting...

If you've been in HR and involved in recruiting for any time, you've surely found you never know when and where TOP Performers are going to come from. If you're new to recruiting and didn't know this yet, it's a good thing to know.

You can recruit for weeks with a website or a specific strategy and not come up with a quality, qualified candidate. And then all of the sudden, you'll have multiple candidates to choose from. But it doesn't have to be like this...

The more of a "Recruiting System" you have, the more successful you'll be in continually attracting TOP Performers to apply for your jobs. This book will help you start creating your Recruiting System.

The start of your system could be as simple as:

1. A good Recruiting Ad
2. Multiple recruiting strategies working at the same time
3. A way to track where candidates came from (to continue using the strategies that work and quit using or paying for those that aren't working)

### **Active vs. Passive Recruiting:**

Think of your business and your five TOP Performers. And now, list their names and how they were recruited:

1. \_\_\_\_\_ - \_\_\_\_\_
2. \_\_\_\_\_ - \_\_\_\_\_
3. \_\_\_\_\_ - \_\_\_\_\_
4. \_\_\_\_\_ - \_\_\_\_\_
5. \_\_\_\_\_ - \_\_\_\_\_

Example:

1. Aaron - Employee referral (Matt's cousin)
2. Sharon - Indeed Ad

When our clients at People Values start working with us, we have them create a list like this on all of their TOP Performers. The list they put together tells us a lot.

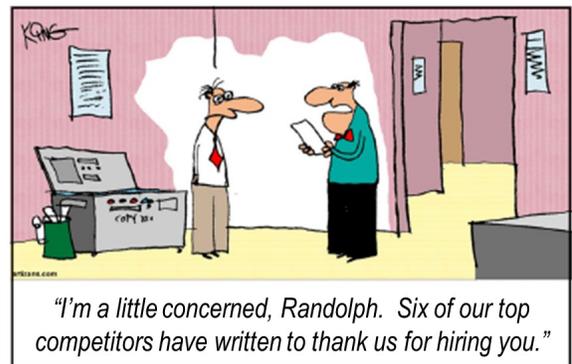
Here are just a few of the things we learn from it:

## Before You Even Start Recruiting... (cont.)

- Most TOP Performers come from recruiting strategies that are either free or low cost
- Many of their TOP Performers came from out of the industry
- The majority of their TOP Performers came from “Active” rather than “Passive” Recruiting efforts

And this is typical... because although there are exceptions, most TOP Performers are recruited with “Active” strategies. Studies have shown (and our client’s stats prove this), that only about 20% of TOP Performers were recruited with a “Passive” strategy.

But still, organizations spend hundreds (or thousands) of dollars placing ads on general web boards hoping the right candidates happens to be looking at that specific website that day or week.



And organizations are still spending thousands (or tens of thousands) of dollars paying outside recruiters, headhunters and temporary agencies to recruit “Passive” job seekers too busy (or lazy) to look at the websites themselves... & *many times, too unskilled to sell themselves to an employer without the help of a recruiter or agency.*

Yes, there are exceptions to this rule... but most people hired with Passive strategies will not be a long-term, productive employee. Whether they’ve had experience in the job you’re hiring them for or been in your industry, they usually disappoint.

Most of those that will stay with you for years and help you build your business come from the Active strategies you’ll learn about in the following book.

### Writing Effective Recruiting Ads:

Later in this book, you’re going to learn about some Active and Passive strategies you never thought about before. As mentioned earlier, you’ll want to choose a combination of at least 10 strategies per positions.

## Before You Even Start Recruiting... (cont.)

And whatever the strategies you choose, you'll be most effective in recruiting TOP Performers if you have an ad that actually attracts the "right" people (rather than the "wrong" people). And most of the ads you've posted in the past have not been written in a way to attract the right people to apply.

If you look online, most ads tell very little about the company and why someone would want to work for them. They also tell very little about the job, its goals and future potential.

Many companies still run the same type of ads they ran in the classified section of the newspaper where you were charged by the word. Those type of ads didn't attract TOP Performers in the days before the Internet and they don't work now.

Who would be attracted by a recruiting ad like this?

Well, here's who: A person that is not interested in working for a market leader, with performance expectations, promotion opportunities, etc.

The people attracted to a short ad, lacking any detail on the company or the job are the people without standards for themselves. They are the people that lack the attention to detail that your TOP Performers have. They are the people looking for a paycheck... rather than a career.

So if you've ever wondered why your ads are not attracting the right people, now you know.

If your ads that you use in Active or Passive recruiting do not include all of the following elements, they'll continue to attract the wrong people to apply for your jobs. And at the same time, they'll continue detaching TOP Performers from even sending in their resumes.

Here are the elements required in an ad that attracts TOP Performers:

- Your competitive advantage over your competition
- A low to high range of salary
- Exactly how a promotion or raise is achieved
- Bonus opportunities and how one achieves them
- Specific and measurable goals of the position
- Required degrees, licenses and certifications
- Exact days and hours of work

## Before You Even Start Recruiting... (cont.)

- Your company's name
- Your company's URL
- A list of benefits
- Desired past experience
- Preferred skills and abilities
- Preferred behaviors and interests

Then the ad should end with the exact directions on how a candidate applies for the job. This will show you if they actually read the entire ad and can follow directions.

And better yet, instructions on how to apply at the end of the ad will show you if they are just applying for every job online (and some websites make it easy to do with a click of a mouse), are just applying for jobs to qualify for their unemployment benefits or see if they can sucker someone desperate enough into paying them to hold their company back until they get fired (again).

So how many of the 14 elements from the list above (including directions on how to apply) do your ads contain?

If less than half, let me ask you a question... Would you apply for the job if you found the ad online?

Probably not, right! And that is why potential TOP Performers are passing your ads over as they apply for other jobs with more detail on the company and job.

Okay, so your ads don't need to provide all of the elements above... but our client's ads do and that is why they continually recruit and hire more TOP Performers than their counterparts.

When your ads list even half of these elements, low performers and lazy people don't even apply for the job and waste your time. Here's why: when you show people that you require attention to detail, specific skills, and have standards and expectation that they will be responsible for accomplishing, you'll scare away the people just looking for a job.

So if you like getting 100 resumes and most of them being from the "wrong" people, you don't need to change your ads. But if you'd rather get 40 resumes and half of them being from the "right" people, consider rewriting your ad ASAP.

## **Before You Even Start Recruiting... (cont.)**

We'd suggest doing it before even moving to the final section of this book where you'll learn the 50 best recruiting strategies. This way, you'll have your "Attractive" Recruiting Ad written, can choose which strategies to use on the following pages and start recruiting right away.

### **Exactly How to Write an "Attractive" Recruiting Ad:**

If the ads you've written don't have all of the elements required to attract TOP Performers and haven't worked in the past, it's time to learn what the most successful organization are posting.

So how do you do this and be sure it's a successful template?

If you have hours to spare, dig around Google to find a template or look at the webboards for an ad that would motivate you to apply and copy that.

But how do you know the ad template will even be successful for your industry, company and jobs? You don't.

So use our experience at People Values of partnering with our clients for the past 17 years and get the template that our clients use to attract TOP Performers... in any industry... in any job. And even better, you can get it for FREE.

*You probably figured with a free book, there'd be a sales pitch... So I'll get it out of the way early then back to the education. But you really can't call this a "sales pitch" when you're getting what we sell our clients for free, can you?*

### **Here's a Very Quick Introduction to the TOP Performance Center:**

In 2004, after four years of helping small business owners hire the right people for their jobs with our Job Matching System, they started telling us they also needed help with recruiting.

Now, we were already recruiting for some clients and we were very successful at it, but I knew with this book and a really good Recruiting Ad, they could do it themselves. So we started helping clients write their ads (for \$249 each).

But then we came up with an even better idea... since we used the same template

## Before You Even Start Recruiting... (cont.)

for every job, why not just offer our clients a way to create the ads themselves.

That would allow us time to focus on things we really wanted to do (writing, consulting and even more important things like golfing, coaching baseball, etc.).

So I hired a colleague to build an online system that would allow our clients to customize the written HR Management Documents they needed in their business to not only recruit, but make them, their team and business more productive.

The website is called the TOP Performance Center ([www.TopPerformanceCenter.com](http://www.TopPerformanceCenter.com)) and it's where our clients create:

1. Attractive Recruiting Ads
2. TOP Performance Blueprints (or Job Descriptions on Steroids)
3. New Hire Training Manual Outlines
4. Performance Improvement Forms

14 years later, this site is now used by thousands of businesses around the world.

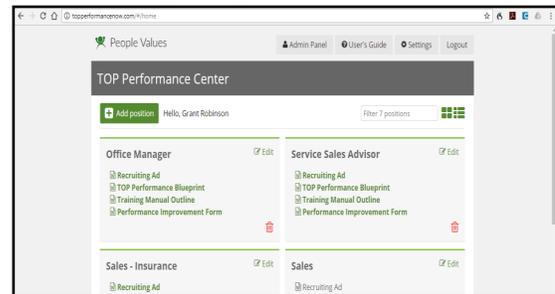
Our clients love that in less than 30-minutes, all they do is login, type in answers to some questions, click “save” and they’ll have a Recruiting Ad to start attracting TOP Performers immediately.

But rather than going on and on about how great the site is, I’ll let you know just for reading to the end of this book, you get two gifts (valued at \$498). One of the gifts is a FREE tryout of our TOP Performance Center website to create 1 Attractive Recruiting Ad (*then you can subscribe to the service or not - your choice*).

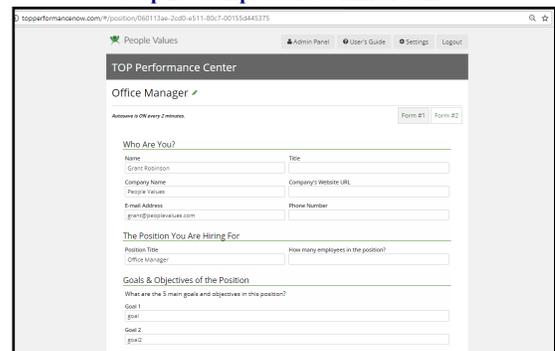
Well, that’s the end of the “sales pitch”...

When you’re ready for the list of the 50 best recruiting strategies, turn the page!

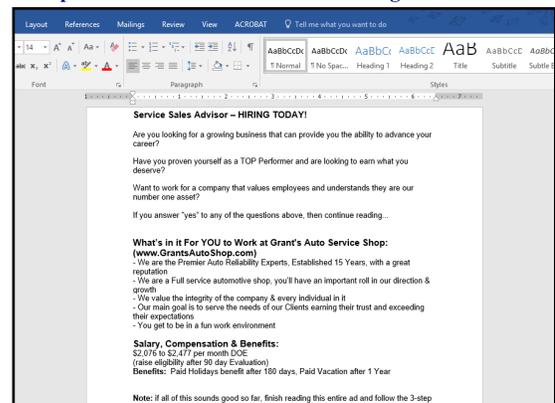
### Step 1 - Login & Add a Position



### Step 2 - Complete the Online Form



### Step 3 - Click “Save” & Your Recruiting Ad is Created



## **50 No Or Low-Cost Recruiting Strategies**

Now, without further ado, here is the list of the 50 Best No (or Low) Cost Recruiting Strategies.

This section is split up into a few sections. Here is what they are:

1. The Best 3 Sources (#1 - #20)
2. Government Services (#21 - #30)
3. Other Free Sources (#31 - #35)
4. “Passive” Paid Strategies (#36 - #45)
5. More Expensive Paid Strategies (#46 - #50)

As mentioned earlier, it is best to circle the 10+ strategies that you plan to use from now on while recruiting.

### **Best 3 Sources**

#### **Recruiting (Best) Strategy #1 - Referrals...**

- 1 Employees
- 2 Clients
- 3 Vendors
- 4 Candidates
- 5 Family & friends

#### **Recruiting (Best) Strategy #1 - Referrals...**

Referrals are perhaps the quickest and easiest way to recruit future employees. If you employ and associate with people that fit your culture and their teams, odds are they spend their personal time with others who will also fit your culture and teams.

On the flip side, those who don't fit your culture and teams probably hang out with others who won't. So first of all, you should probably pass on any referrals from them. And secondly, to grow your business and accomplish your goals, if you employ any of these people, you should just replace them with TOP Performers as soon as possible.

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

### **1. Employees**

Here are some ideas to initiating an employee referral program:

- Put it in writing and give a copy of the program to all employees.
- Offer a cash incentive for referrals that are hired and stay with you for 90+ days.
- Make sure your employees know when you are hiring and for which position.
- Provide a quarterly lunch at your business and allow employees to invite guests as long as they come with a resume.
- Plan an open house or picnic and have employees bring friends or family members in search of a job.

### **2. Clients**

### **3. Vendors**

Here are some ideas to spark client and vendor referrals:

- Send out a letter or e-mail to your best clients and vendors and personally inform them of your job opening. Be sure to attach your Attractive Recruiting Ad to the email. You might even find a customer or supplier that has always dreamed of working for you and was just waiting for the right time.
- Offer the same cash incentive to your clients and vendors that you do your employees.
- Make signage visible and applications available to the public.
- Invite your best customers and vendors to your open house and urge them to bring a colleague in search of a new position.

### **4. Candidates**

Here are some ideas to obtain candidate referrals if you have more than one job available:

- Before the end of every successful interview, ask them if they know of anyone else that might be interested in working for your company. Ask for the individual's phone number and call them with the candidate in your office.
- Offer the same cash incentive to your candidates that you do

## 50 No Or Low-Cost Recruiting Strategies (cont.)

your employees.

- If you can't hire the individual at that time, stay in touch by inviting them to future company events. Have them bring others interested in a position when one is available.

### 5. Family & friends

Here are ideas to improve the amount of referrals from family & friends:

- Send an e-mail to your family members and friends describing the ideal person for your open position. If they know of someone, bribe them with lunch for the individual's contact information.
- These are the people who know your business the best. By inviting friends and family members to your company events, you'll not only get candidate referrals, but perhaps even some client referrals.

### Notes on referrals:

### Goals to increase recruiting efforts from referrals:

1. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
2. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
3. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
4. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
5. \_\_\_\_\_ (by \_\_\_ / \_\_\_)

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

### **Recruiting (Best) Strategy #2 - Networking ...**

- 6 Professional memberships & associations
- 7 Facebook, LinkedIn, On-line discussion groups (Social Media)
- 8 Chambers
- 9 Trade associations
- 10 Religious organizations
- 11 Sports clubs – health, golf, tennis, etc.
- 12 Companies who are hiring now or have just hired
- 13 Organizations who've announced cutbacks
- 14 Competitors
- 15 Businesses you patronize

The more people you know, the more networks you have to recruit employees. Very similar to referrals, it is just a matter of telling the leadership, members and your associates from these groups of your competitive advantage and unique job opening. And better than just letting them know you are hiring and telling them about the job, bring copies of the ad for everyone interested.

If you are not a networker yourself, join these groups and have your marketing and sales professionals attend the events. Allow them to sell your organization, not only to improve your recruiting efforts, but increase visibility, market penetration and sales.

### **6. Professional Memberships & Associations**

- These include Rotary, BNI, Le Tip, Sir Optimists, peer groups, MeetUp.com groups, etc. that you are involved in with other entrepreneurs.
- Call five of your closest colleagues and tell them about your job openings. Ask them if they know of anyone currently searching for a new position (everybody does these days).

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

### **7. Facebook, LinkedIn, On-line discussion groups (Social Media)**

- Social Media websites have become popular for many busy people. They also work great for spreading the word that you are in need of another TOP Performer. After posting your Recruiting Ad (on your website or webboard), send the link to your Social Network.
- Many executives have joined discussion groups to share and acquire successful ideas and strategies. Post a message on your groups board regarding your job opening.

### **8. Chambers**

- Many job seekers relocating to your area will call the chamber or visit their website. Let them know about your job openings and send them the ad.
- Ask for permission to pass out flyers or leave them on a table at an upcoming chamber event.
- If your chamber hasn't yet created a career fair for local high schools, become active in the chamber and create one. If they hold one already, sign up for a booth.

### **9. Trade Associations**

- Most state or national trade associations have job boards to post your jobs on. Usually they are free services to members.
- This is a great way to find employees in your industry looking for a change. Find them through passing out information at the next event, including information in the next newsletter, e-mailing and phoning colleagues, etc.

### **10. Religious Organizations**

- If you are a member of a church, temple, etc., find out if they have created their own web board for members; many have. If they don't have a web board, they usually have a bulletin board to post your recruiting ad.

### **11. Sports Clubs (Health, Golf, Tennis, etc)**

- Use the people who have the same interests as you to help you recruit. Network with people at your clubs or post your job opening if they provide a service like this.

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

### **12. Companies Who Are Hiring Now (Or Have Just Hired)**

- Scan the classifieds or webboards to find similar organizations that have just spent their money to advertise their job openings. Offer to purchase their stack of resumes. Since they have probably already hired, they don't need the resumes any longer.
- This might sound crazy, but it's important to remember that unless they've mastered the skills you've learned in this book (& will learn more of later), they don't have the power to recruit or hire TOP Performers. Therefore, you may be purchasing a list of passive job seekers just looking for a job. But then again, you may find a TOP Performer that their "instinctive" hiring process failed to catch.

### **13. Organizations That Have Announced Cutbacks (Outplacement Firms)**

- When you read or hear about a competitor or local market leading company that has been forced to cutback their staff size, contact them. If you are looking for a salesperson, contact the sales manager. If you are searching for a manager, contact a C-Level executive. For other positions, contact HR.
- Send them a copy of your Attractive Recruiting Ad and ask them if they know of someone who may fit the job.
- Most of the companies that have announced cutbacks will also work with Outplacement Firms to help their previous employees obtain new opportunities.

### **14. Your Competitors**

- If you are the leader in your industry, it might not be very difficult to attract your competitor's TOP Performers. Save their business cards and stay in contact with the most productive and profitable employees in your market.
- However, be sure to assess for culture, team and job match before hiring. Just because they have experience in the industry, doesn't mean they will succeed in your job and with your company.

# 50 No Or Low-Cost Recruiting Strategies (cont.)

## 15. Businesses You Patronize

- When you are shopping, dining, using a service, etc. and find an employee that exceeds your expectations, make sure they know about your job opening. Give them your card and tell them to call when they are ready for a new opportunity. Be sure to ask them for their contact information to send them the recruiting ad by email and stay in touch.

### Notes on Networking:

#### Goals to increase recruiting efforts from Networking:

1. \_\_\_\_\_ (by \_\_\_/\_\_\_)
2. \_\_\_\_\_ (by \_\_\_/\_\_\_)
3. \_\_\_\_\_ (by \_\_\_/\_\_\_)
4. \_\_\_\_\_ (by \_\_\_/\_\_\_)
5. \_\_\_\_\_ (by \_\_\_/\_\_\_)

### Recruiting (Best) Strategy #3 - Educational Partnerships...

- 16 High school (job fairs, counselors, specific teachers, athletic coaches, etc.)
- 17 Colleges & universities (professors, deans, job placement centers, etc.)
- 18 Trade schools & institutes
- 19 Alumni groups
- 20 Fraternal organizations

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

When you think about it, the number one reason students are paying for their education is to achieve a job (or career) afterwards. All of the following sources have individuals or departments specifically geared to bring employers and their students together.

Some schools, institutes or colleges do a much better job than their counterparts at assisting their students and local employers. Create educational partnership with those who remember why their students are actually paying for their training, certificate or degree.

### **16 High school (job fairs, counselors, specific teachers, athletic coaches, etc.)**

- Check with the counselors at local high schools to see if you could have a booth or be a speaker at an upcoming job fair.
- Describe your position to a counselor, trade instructor, athletic coach, etc. to see if they know of any students looking for part-time work or job training in a specific field.

### **17. Colleges & universities (professors, deans, job placement centers, etc.)**

- *Almost* every college or university has a Career Placement Center. Many have job posting webboards or bulletin boards to post your recruiting ad. Some have motivated employees who understand why their students are paying for their education. Search out these Individuals and work with them.
- Contact deans and describe the type of person you're seeking and ask for contact information. Or ask them to pass along your job description to these individuals and make sure they know you're expecting their call.
- Create quarterly (or yearly) internship positions. Work with department heads to find students that will work for credits rather than pay. This is a great way to train future employees on your systems and processes; and then hire the best ones.

# 50 No Or Low-Cost Recruiting Strategies (cont.)

**18. Trade schools & institutes**

- Hire apprentices currently enrolled in school. If they are the right person for your culture, team and job, consider creating a contracted relationship. You help them pay for, complete their education and get there certification, they give you a certain tenure of employment to pay back their tuition.

**19. Alumni groups**

**20. Fraternal organizations**

- Many colleges, universities and fraternal organizations have magazines or websites for their members. Some of these have job boards or the ability to advertise your positions.

**Notes on Educational Partnerships:**

**Goals to increase recruiting efforts from Educational Partnerships**

1. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
2. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
3. \_\_\_\_\_ (by \_\_\_ / \_\_\_)

**Government Services:**

- 21 Military retirees
- 22 Military spouses
- 23 SBA
- 24 Business Development Centers (almost every community college has one)
- 25 Worksource

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

- 26 State Agency (like WorkSource) Resume Board
- 27 Specific State & America's Job Bank ([www.jobsearch.org](http://www.jobsearch.org))
- 28 Welfare-to-Work Programs (gender specific training & education centers)
- 29 SCORE
- 30 Non-traditional workers

There are many free government services for employers. Not only to help you improve your recruiting efforts but also help you obtain funding, improve marketing effectiveness, increase your profitability, etc. Here are some of these sources:

### **21. Military retirees**

### **22. Military spouses**

- Contact your local military base to see if they have a career center for retirees, spouses and residence. Some military communities have career fairs for individuals looking for future careers or part-time work.
- Also, if you google "Hire a Veteran" you'll find there are 25+ websites that can help you do this. This is a great way to give back to those who put their lives on the line for us.
- The two websites we've had the most success in finding qualified veterans are: [VirtualJobScout.org](http://VirtualJobScout.org) and [MilitaryHire.com](http://MilitaryHire.com)

### **23. SBA**

- Every major metropolitan area has a Small Business Administration Center and their main objective is to improve the economy of their region. The more profitable they make their clients, the more jobs they've created in their region. Work with them on recruiting... though they may just refer you back to us because many of the centers across the country refer their clients to People Values for "Job Matching."

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

### **24. Business Development Centers (almost every community college has one)**

- Every community college has a SBA Business Development Center. It may be easier to get an appointment with one of their business development specialists than the SBA. They are usually better than their SBA counterparts, have more real world business experience and give your greater access to the students enrolled in their colleges.

### **25. Worksource**

### **26. State Agency (like WorkSource) Resume Board**

- Every region in the country also has a WorkSource office (or an agency with a similar name). They work as an outsource and training center for unemployed individuals.
- Some states have partnered with WorkSource and created an on-line state job bank. You can do a keyword search for candidates with related experience. Some states will even give you a tax credit for hiring an individual with their site (or service)

### **27. Specific State & America's Job Bank ([www.jobsearch.org](http://www.jobsearch.org))**

### **28. Welfare-to-Work Programs (gender specific training centers)**

- If you want to recruit nationally to find the right person, use America's Job Bank with this link: [www.jobsearch.org](http://www.jobsearch.org)
- Take advantage of the Department of Labor's tax credits to employers that hire welfare recipients.

### **29. SCORE**

- Every region in the country also has a SCORE office. SCORE is a non-profit organization of retired business owners and managers who give free advice in growing your business. Perhaps you can motivate an individual or one of their contacts to come out of retirement with the right incentive. The right incentive for these recruits might not have anything to do with monetary incentive either.

## 50 No Or Low-Cost Recruiting Strategies (cont.)

### 30. Non-traditional workers

- There are local organizations involved in helping disabled employees obtain part-time or full-time employment.
- Other groups classified as non-traditional workers are foreign-born, pregnant, home based, independent contractors, work release (depending on the position and company), etc. Search out local organizations involved in helping employees and employers come together.

### Notes on Government Services:

#### Goals to increase recruiting efforts with Government Services

1. \_\_\_\_\_ (by \_\_\_/\_\_\_)
2. \_\_\_\_\_ (by \_\_\_/\_\_\_)
3. \_\_\_\_\_ (by \_\_\_/\_\_\_)

### Other Free Sources:

- 31 Signage (on front door, window, cars, trucks, etc.)
- 32 Flyers
- 33 Make applications available
- 34 Your website
- 35 E-mail databases

When you're using more than just your instincts to make hiring decisions, your goal is to get as many resumes as possible to choose from. The following are all strategies to get a stack of resumes... at no cost.

## 50 No Or Low-Cost Recruiting Strategies (cont.)

- 31. Signage (on front door, window, cars, trucks, etc.)**
  - Place “Now Hiring” signs on your front door, window, cars, trucks, etc.
  
- 32. Flyers**
- 33. Make applications available**
  - Make it apparent that you are hiring and easy for potential employees to get your application. Place them in your lobby, on counters, in shopping bags, etc.
  
- 34. Your website**
  - Post all of the positions your hiring for on your website.
  - Even if you are not hiring, include an “Employment” or “submit resume” link on your website.
  
- 35. E-mail databases**
  - Build a database of e-mails and let your contacts know of job openings. Combine all of the previous strategies to compile this database.

### Notes on These Other Free Sources:

**Goals to increase recruiting efforts with Other Free Sources**

1. \_\_\_\_\_ (by \_\_\_/\_\_\_)

2. \_\_\_\_\_ (by \_\_\_/\_\_\_)

3. \_\_\_\_\_ (by \_\_\_/\_\_\_)

## 50 No Or Low-Cost Recruiting Strategies (cont.)

### **If You Must Be Passive (because you are really, really busy (or lazy):)**

- 36 Free or low-cost general webboards (like CraigsList.com, Indeed.com, ZipRecruiter.com, etc.)
- 37 Business network sites (like LinkedIn.com, ReferralKey.com, etc.)
- 38 Business journals
- 39 Trade magazines
- 40 Newsletters
- 41 Local papers
- 42 Chamber websites
- 43 Association websites
- 44 Industry or position specific web boards
- 45 Paid On-line Job Boards (the more specific the better)

Now we're getting into the more passive approaches, but they will still be more effective than general classified ads, web boards or agencies. If you are going to use the following sources, you must sell your competitive advantage and prove to the desired audience why your company and jobs are better than your competitors in your ads.

Depending on the media, sometimes all you'll have room for is a catchy headline and a few bullet points of your competitive advantage. Lead those interested in the position to your website where you can describe the position in detail. Be sure to describe what's in it for them to apply and work for you. That is what will motivate TOP Performers to apply.

### **36. Free or low-cost general web boards (like Indeed.com, Craigstlist.com, ZipRecruiter.com, etc.)**

- Across the country, many of our clients have used these online job boards with some success. Though, before creating their Attractive Recruiting Ad with the TOP Performance Center, their results were lousy. You can copy and paste the Ad you create with the TOP Performance Center right into Craigslist and it *should* provide you a few qualified, quality candidates.

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

- As of our 2020 update of this book, Indeed.com seems to be the online job board that most of our clients across the country are having the best success with. It's affordable and also gives you the options of searching resumes in their database and contacting the individual (at around \$100 per month).
- Even though Indeed.com seems to be the best passive webboard to use right now, if you don't "sponsor" your ad (pay for it), it will not be listed on the first three pages. When we recruit and run ads for clients, we pay an average of \$100-\$300 a month to keep the ad on page one of the listings (depending on the position).

### **37. Business network sites (like LinkedIn.com, ReferralKey.com, etc.)**

- If you've created a profile and network with other business professionals on sites like LinkedIn.com and ReferralKey.com, then network with your connections.
- These sites also have a job posting service... but on each of them we've had better success contacting people in our network (and our network's network) to promote job openings.

### **38. Business journals**

### **39. Trade magazines**

- This is a great way to find individuals in-touch with the local economy, management issues and challenges
- The TOP Performers in an industry are usually those who read the trade magazines to keep up with upcoming events, process improvements and are interested in self-improvement. You usually don't find these people with general classified ads or web boards.

### **40. Newsletters**

- If you send out a newsletter or an industry association does, check into including a recruiting ad there.

### **41. Local papers**

- Almost every town or city prints a weekly or monthly paper. Check their demographics. You'll realize that they are usually individuals who can work part-time and don't want to travel long-distance for an opportunity.

## 50 No Or Low-Cost Recruiting Strategies (cont.)

- 42. Chamber websites
- 43. Association websites
- 44. Industry or position specific web boards
- 45. Paid On-line Job Boards (the more specific the better)
  - On-Line job boards do work; even though the monstrous websites may have not worked for you. They still *might* be worth the \$500 to \$800+ you have to pay a month to fill one position. You just have to post the right kind of ad that actually attracts TOP Performers.

### Notes on These Passive Sources:

### Goals to increase recruiting efforts with Passive Strategies

- 1. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
- 2. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
- 3. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
- 4. \_\_\_\_\_ (by \_\_\_ / \_\_\_)
- 5. \_\_\_\_\_ (by \_\_\_ / \_\_\_)

### If You Must Spend Money:

- 46 Job fairs & trade shows
- 47 Commercials (radio & TV)
- 48 Movie Theater Ads
- 49 Hire an internal recruiter
- 50 Recruiters, agencies and headhunters

## **50 No Or Low-Cost Recruiting Strategies (cont.)**

If you use five to 10 of the previous 45 strategies, you will not need to spend your hard earned profits on the following “passive” strategies. But if you still want to spend money, these are the best ways to get a stack of resumes quickly.

### **46. Job fairs & trade shows**

- Job fairs may be expensive but they will serve their purpose; obtaining a stack of resumes. However, they may not give you resumes for the right people.
- Keep in mind, those who attend job fairs have come with a stack of resumes and will usually leave them at every booth. Therefore, they may not be applying for YOUR job, but A job.
- Since you are in front of your audience, competitors and potential clients at a trade show already, make sure those who visit your booth are aware you are currently hiring and accepting applications.

### **47. Commercials (radio & TV)**

- If you are looking for a large number of resumes, consider creating a radio or TV ad.
- We’ve had some clients that have used 20% of their radio or TV ad to recruit also. So after the advertisement to potential clients, they close with a message to potential candidates.

### **48. Movie Theater Ads**

- The ads that run before the movies have changed, but some theaters still offer local businesses the ability to purchase ad time. In the past when the ads were slides, they were more affordable.

### **49. Hire an internal recruiter (or HR Generalist)**

- If you don’t want to spend your time recruiting (or have no time), hire an internal recruiter. Give them a budget though. Make sure they are not only depending on passive techniques to recruit; for you can do that yourself.
- Work with them to insure they are using five to 10 of the first 45 of these strategies.

## 50 No Or Low-Cost Recruiting Strategies (cont.)

### 50. Recruiters, agencies and headhunters

- Using an agency or headhunter will eventually be successful in recruiting an employee. However, there is nothing to say that they will be the right employee. Realize what an agency or headhunter's main objective is: get someone in your position to get their commission. Most of these organizations go no further than you do when searching for keywords in resumes or on-line to insure job fit.
- Unless you are using an Search Firm that insures the candidates they send you have been assessed and fit your culture, team and the job, your money could be better spent.

**NOTE:** If after reading this book and going through this list of the previous 49 strategies, you're still feel you need to hire a recruiter to find you candidates, we can help. We rarely do recruiting anymore for our clients but are connected to hundreds of pre-screened recruiters that can help you for entry to executive level positions, in all industries, all over the world. If you'd like to be connected to a recruiter to see if they could possibly help you recruit and hire employees for an open position, let us know here: [Get an Introduction to a Pre-Screened Professional Recruiter](http://www.PeopleValues.com/Recruiter-Recommendation/) (*www.PeopleValues.com/Recruiter-Recommendation/*)

### Notes on These Strategies that will Require Budgeting:

#### Goals to increase recruiting efforts with these low to high cost strategies

1. \_\_\_\_\_ (by \_\_\_/\_\_\_)
2. \_\_\_\_\_ (by \_\_\_/\_\_\_)
3. \_\_\_\_\_ (by \_\_\_/\_\_\_)

## **The Secret to Hire the Right People... the 1st Time**

Congratulation on learning the 50 Best Strategies to Recruit TOP Performing Employees...

**The good news is...** After creating a more Attractive Ad and choosing 10+ strategies to recruit TOP Performers, you'll soon have an Inbox full of candidates to choose from.

**The bad news is...** The same as above.

Yes, it's better to have a lot of candidates than none, but now with more candidates to choose from, selecting the right one to hire becomes harder because now you have more of a chance to make a hiring mistake.

Especially when studies have shown 95% of resumes contain "exaggerations." Perhaps not lies, but exaggerations of past experience, educational degrees, length of employment, etc. And until you talk or meet with candidates, you are basing your decision to move to the next step on how they (or the person they paid) wrote the exaggerated resume.

**You always have to remember this: The candidate's job in the selection process is to "sell" themselves.**

No matter if they are applying for an entry level, sales or management position, *most* candidates will put their best foot forward when you're interviewing them. From the way they dress to the way they answer your interview questions, they are trying to sell themselves to get the job.

You don't discover who they really are until the "honeymoon phase" is over... usually a week or a month after they've been hired and are already on your payroll.

Yes, there are some strategies that you can use to find out more about your candidates, like: Reference checks, Background Checks, Drug Screening, Personality Tests, etc. You can do all of these things to find out who you are really hiring but ultimately your decision to hire or not comes down to one thing...

## The Secret to Hire the Right People... the 1st Time

“Gut feel,” instincts, chance and luck! So how often has your “gut” been right in the past?

Studies show less than 20% of new hires become TOP Performers. The rest of employees are either “Mis-hires” (16%) or what we at People Values call “Workplace Survivors” (68%).

When 84% of employees hold you back from accomplishing your goals and reaching your potential, it's time to base decisions to hire on something other than luck. Don't you agree?

If you are ready to improve the performance of your team today, you need to stop putting up with Workplace Survivors. The only way to assure your organization's success is to hire TOP Performers from today on.

And the only way that we (and our clients) have found to hire TOP Performers is to “Job Match”.

Because now that you are going to recruit more of the right people, it's time to discover how to Job Match TOP Performers also. To learn how to do this...

Visit [www.JobMatchingCenter.com](http://www.JobMatchingCenter.com) Right Now! This is where we teach small business owners and managers:

- The 3 1/2 HR Best Practices of TOP Performing Small Businesses (that you're probably not using)
- Why most of the people you've hired in the past fail to produce to your expectations
- How to have peace-of-mind that your business stays productive even when you're not there
- The main reason you spend the majority of your time micromanaging employees
- How to Quadruple Your Odds of Hiring the Right People... The 1st time... to over 85%

You can discover all of this and more in a 10 minute free, online video. Here again is the link: [www.JobMatchingCenter.com](http://www.JobMatchingCenter.com).

## **As Promised... Your FREE Gifts**

### **How to Get Your \$498 in FREE Gifts (& a Bribe):**

Many people have asked how and why I give all of this valuable information away for free. Especially when I used to charge for it or benefit from all of these strategies when I was an expensive recruiter.

Well, I'll be honest with you because you've probably already realized it, this is how we introduce motivated business owners and managers like yourself to our TOP Performance Center and Job Matching Process. We hope that you'll like the free information we provide in this book, will tell others about it and consider using our services to start hiring and developing your most productive (& profitable) staff ever.

But I guess I don't give it away completely free... because I do bribe you.

You only get the two gifts below after writing me a 1-3 sentence testimonial on this book. (And a bad testimonial is fine if you don't feel you got any valuable information from reading - I'll still give you your free gifts)

To provide your feedback and let us know the best thing you learned by reading this book, use this link: [Get Your Free Gifts](http://PeopleValues.com/Book-Recruiting-Gifts/)  
(*PeopleValues.com/Book-Recruiting-Gifts/*)

Once you submit your feedback (whether positive or negative), you'll immediately get an email with links for the following gifts... and also be connected to a page to get started immediately.

### **Gift #1 - TOP Performance Assessment & Scorecard**

Over the past 17 years, in studying the most successful organizations, we've been able to document the best practices in Recruiting, Hiring, Training, Developing and Retaining a TOP Performing team.

It's actually the basis and outline of my book that will be published in early 2019 called *The TOP Performance System*.

We've created an online assessment that takes just 10-minutes to complete.

Here are the benefits of taking this assessment:

- You'll measure your organization's current HR Systems to the 50 Best Practices of TOP Performing Small Businesses
- You'll receive an 8-page Scorecard and a letter grade on your current HR System
- You'll figure out how much revenue you are currently wasting on the salaries of underperformers

For many organizations, "People Problems" (turnover, reliability issues, conflict, ineffective management, etc.) have been the #1 issue holding them back from reaching their potential for years.

The real-world solutions, ideas and simple actions to implement into your HR Systems that you'll learn about by taking this assessment and getting your scorecard are well worth 10-minutes of your time.

### **Gift #2 - TOP Performance Center Try-Out to Develop 1 Attractive Recruiting Ad**

As you now know, to recruit TOP Performers, you need an Attractive Recruiting Ad.

You could spend hours on the internet looking for a template you like but how do you know it will be successful in attracting quality, qualified people. There is no way to tell until you start using it and then it's too late.

The template we created has been used by thousands of successful organization, for over 2,000 positions, to recruit 20,000+ employees.

That's why you should try-out our TOP Performance Center to create your ad. With this online website, you'll just answer some questions on an online form, click save and it will generate an ad that you can copy and paste onto an online job board or use in your active recruiting.

The website creates these Recruiting Ads (& Job Descriptions, Training Manual & Performance Improvement Forms also) in Microsoft Word so they are all customizable.

When you are ready... [Get Your Free Gifts Right Now!](http://PeopleValues.com/Book-Recruiting-Gifts/)  
(*PeopleValues.com/Book-Recruiting-Gifts/*)