

90 Days to a Profitable and Productive Team Module 2 Transcript

Hello everyone and welcome to “90 Days to a Profitable and Productive Team.” This is Module Two: Advertising Your Position and I am Deanna Maio, your hostess from delegatedtodone.com.

In today's quick lesson, we're going to talk about the three steps involved in Module Two:

- Writing your position posting.
- Deciding the process of how your candidates will apply.
- And deciding where to offer the position, where to post it, and where to market it- online, offline, or both.

So let's start out with writing the position posting. Now the thing with writing the posting is you want to give enough good details, but not too much. You want to be really clear on what you want this person to do and what they're going to be expected to deliver to you. But you also want to be brief. You know what you don't want- “here is a six page job description that's going to frighten off any potential candidate.” You don't want to overwhelm them with too many details and you definitely want to include a deadline for the application. Now many times you may have several positions that are the same, like customer service representatives, and you may leave the posting open for a certain period of time... So what I like to recommend as one of my little secrets, is to create a deadline for the application process but let them know that you always have positions available and that if they see the posting after the position deadline and they're interested in working with you, to contact you and apply.

A couple of other things to keep in mind as you're putting this position description or posting together is that you want to make sure that you are really laying out what you're looking for so the right people are likely to come to you. This is a key piece to finding the perfect member for your team. And it's not just what you want them to do, but also the kinds of traits or attitudes they come with. And we have got a complete Position Posting Template for you in your tool kit for Module Two that walks you through an outline! Really fill in the blanks of exactly how to put together the perfect position posting so that you can attract the right candidates. Now once you've had a chance to put this together and you've got what you're looking for from a skill and experience perspective, as well as the attitude and traits, you're going to move on to making sure that you include a call to action. How do you want them to actually apply? You're going to include this in the position posting.

So there's a couple of things you want to consider. What's the information that you want from them? Now in most cases you're going to be looking for a contractor- a part-time or a full-time contractor, not a W2 employee. If you're looking for that kind of contractor, you have to keep in mind that these people are considered business owners or freelancers, so don't ask for a resume at this point. If you are looking for W2 employees a resume is perfectly acceptable. In addition to a resume, if you're looking for an employee make sure you ask for a portfolio or examples if that is generally a part of the kind of position you're hiring for, like a graphic designer or a web designer. Ask them to give you a little taste of what they can do in those examples.

I also recommend you include a little something I like to call an “Easter egg”. This goes back to when video games were created. Oftentimes there would be a little something you could do that was hidden that only the hard-core gamers knew about and it could get you into a bonus level or give you more lives or coins. When it comes down to creating a position posting you want to include something in the process that shows that they read the entire application- this is what I like to call an “Easter egg”. So in your instructions for how they apply, include something specific like the example here, putting the

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phrase "copyrighting rocks" in your reply or email, and that way you know they actually read the entire thing. If they do not include it and they do not follow the directions, they are out of the running. Do not waste your time with people who cannot follow directions. This is not someone that you would want on your team. If they can't follow directions during the application process when he should be at their very, very best behavior, then they certainly aren't someone you can expect to follow directions once they're hired.

Now we're going to move on to advertising your position. One of the things you want to keep in mind is that after you create your position posting it's time to determine where you're going to post it. Are you going to share it online? Are you going to share it offline? Or a little bit of both? So you want to first think about where you can find great people. I recommend you start by looking in your own backyard, so to speak. Look at the current team that you have and see if there's someone who is ready to step up. Reach out to your existing network- maybe your clients or your subscribers are a great resource. You can ask for referrals from colleagues or friends, but make sure that you still go through and do your due diligence with this candidate even if they're a great, glowing referral. And reach out to other virtual service providers you know who might know someone that's a good fit for your position.

You can also look outside of your company on websites like oDesk, Elance, Craigslist- though I would be cautious there. Most people who are looking for things on Craigslist are looking for full or part-time W2 employee roles and are not really set up to be contractors or have a contracting mind-set. You can also search Google and in special instances you may want to hire a recruiter to help you find someone. And that's especially for key roles that require a high, high level of skillset or experience, maybe like an OPM, a marketing director, or a CFO. And if you want to get some great ideas on where you to post your position in addition to the things we've shared here, we've got a Recruiting Plan Template in your toolkit for you. We suggest you fill that out, select the places on that plan that you might use, add any additional ones that you know are a good fit for you, and then get to work.

So your toolkit for Module Two is the Position Posting Template and the Recruiting Plan Template. We do recommend that you utilize both of those to move forward so that you're ready for the next step in our process, which is where you're going to narrow the search and get even more clear about who these candidates are and what they can bring to your business, and if they're a good fit for you.

Alright, until next time! This is Deanna Maio with the "90 Days to a Profitable and Productive Team" and this is Module Two: Advertising Your Position. I wish you a fantastic rest of your day and look forward to seeing you in Module Three.