



Recruit by leading with your vision
and prospect for **FIT** and **CHARACTER** *instead of*
KNOWLEDGE or **SKILL**.

3 Steps - **HOW TO RECRUIT A PLAYERS**

1. Schedule a 30-minute mandatory group interview that will take place at the same time every week. “This is the **RIVER OF LIFE** to your business.” - Clay Staires
2. Schedule a time to write your job ad. Or do it right after you finish reading this system... “**ACTION** is the true measure of intelligence” - Napoleon Hill
3. Write the job ad!

STEPS TO WRITE A JOB AD

1. Lead with your **core values and company mission**. This is the first filter for A players.
 - a. Incorporate a **quote** about how to be successful in your company and in the position.

Example for Sales Position

"Obstacles are necessary for success because in selling, as in all careers of importance, victory comes only after many struggles and countless defeats." - **Og Mandino, Author of The Greatest Salesman in the World**

Example for Marketing Position

"Marketing is a contest for people's attention." - **Seth Godin**

Examples for Manual Labor Position

"A dream doesn't become reality through magic; it takes sweat, determination, and hard work." - **Colin Powell**

"I'm a greater believer in luck, and I find the harder I work the more I have of it." - **Thomas Jefferson**

"Perseverance is the hard work you do after you get tired of doing the hard work you already did." - **Newt Gingrich**

2. Ask the reader **three (3) questions** to help them determine if they FIT into your company. These are based upon the **company's core values**.

Examples of questions for Core Values.

*If you had **production** as a core value, you might ask something like -*

“Are you a person that gets energized by producing massive results? Have you been consistently described as being a high producer in the past? Do you thrive in a high activity and production environment?”

*If you had **trustworthy** as a core value, you might ask something like -*

“Do you strive to prove yourself as a trustworthy worker? Have you been consistently described as a person that can be trusted? Would your last employer describe you as trustworthy?”

*If you had **team** as a core value, you might ask something like -*

“Do you love working on a well-trained team? Does engaging and participating with A Players get you excited? Are you a person that thrives in an environment of collaboration and working together?”

3. Add a line like this in right after the questions, “If you are this type of person, this job just might be a good fit for you.”
4. Define the core values in your company, one by one.

Example of defining company core values in a Job Ad

Our Core Values: Not everyone fits in our company. The question is... Do You??

- *High Energy! - energy is contagious and anyone who fits in this organization will have the bug.*

- *Production - ability to consistently meet individual performance metrics and goals.*
 - *Team - everyone on the ship is rowing the same direction and overcoming obstacles by utilizing the strengths of team members where you are weak and collaborating to accomplish goals and be more productive.*
 - *Personal Growth - Understanding your purpose and intentionally pursuing its fulfillment.*
5. **Write, below the core value definitions, a job description for the position:**
 - i. Duties or responsibilities for the position
 - ii. Main expectations for the position

- keep this section brief but inclusive.
 6. **Write, below the job description, any qualifications needed for the position:**
 - i. Educational requirements of the position
 - ii. Certification requirements of the position
 - iii. Any necessary skills or attributes needed for the position
 - iv. Etc., etc., etc.
 7. **Write, below the qualification section, a pay range specific to the position.**
 8. **After the qualifications, end the job ad with a BANG!**

Examples of a 'BANG!'

“Are you still reading? Most people don't make it this far! If this language is inspiring you then I want to talk with you! I'm heavily influenced by Napoleon Hill, Brian Tracy, Peter Drucker, Brendon Buschard, Zig Ziglar and Clay Clark. If you share my enthusiasm with any of these names, we need to have a conversation.”

“Are you still reading? Does this language get your heart rate up? Does this position sound like a perfect fit for you? Can you see yourself knocking this job out of the park? If so, we need to talk soon... very soon!”

9. Tell them **how you would like them to respond to the ad.**
 - We recommended that you entice them to email you if they are truly interested in your core values and the position. End with something along the lines of,

“If you are still reading, you may be a good fit, let’s talk... Email us your resume at person@placeofbusiness.com and we will be in touch soon, thank you for your interest in our company!”

BOOM! You have written a job ad that will filter out many of the people you do not want to spend any more time evaluating for the position.

FULL JOB AD

Example

‘Sales and Marketing Representative Position’

“Obstacles are necessary for success because in selling, as in all careers of importance, victory comes only after many struggles and countless defeats.” **Og Mandino**

If you don't like the idea of overcoming obstacles to reach your goals of success, then this job isn't for you. If you don't know who Og Mandino is, you may want to just move on to another job posting.

However, if you are hungry for success and looking for the job that will reward you for what you are truly worth, then this may be something to consider.

Do you like structure? Do you thrive in an environment of activity and producing results? Are you sick being surrounded by "C Players" at your job? Well, gitty up! The Leadership Initiative may be the perfect spot for you.

Our Core Values: Not everyone fits in our company. The question is... Do You??

- **High Energy!** - energy is contagious and anyone who fits in this organization will have the bug.
- **Production** - ability to consistently meet individual performance metrics and goals.
- **Team** - everyone on the ship is rowing the same direction and overcoming obstacles by utilizing the strengths of team members where you are weak and collaborating to accomplish goals and be more productive.
- **Personal Growth** - Understanding your purpose and intentionally pursuing its fulfillment.

Duties & Responsibilities: Not everyone is willing to do the work. The question is... Are You?

-
- Follow a proven system and script.
- Consistently complete set number of sales calls per day
- Set a specific number of appointments per week.
- Coordinate scheduling of appointments set.
- Obtain prospect information
- Maintaining accurate documentation in company systems.
- Able to work as an individual as well as in a group setting.
- Deliver an exceptional customer experience to ensure a high level of customer satisfaction.
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Qualifications: Most people feel they have what it takes... until they must be accountable.

- High School Diploma
- Competent computer skills, good people skills, positive attitude, dependable
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Pay Range - \$10 to \$14 an hour

Are you still reading? Most people don't make it this far! If this language is inspiring you then I want to talk with you! I'm Clay Staires the President of the company and have been heavily influenced by Napoleon Hill, Brian Tracy, Peter Drucker, John Maxwell, Brendon Buchard, Zig Ziglar and Clay Clark. If you share my enthusiasm with any of these names, we need to have a conversation. Email us your resume at info@claystaires.com if you have interest in an interview for this position and we will be in touch.

----End of example----

Schedule a time on a weekly basis to post job ads and respond to or schedule interested applicants to come in for shadowing and interviews.

“Don’t prioritize your schedule, schedule your priorities.” - Lee Cockrell

- a. Post your job ads to online platforms where people are looking for jobs, places like:
 - i. Craigslist (free service)
 - ii. Indeed (paid service)
 - iii. Zip Recruiter (paid service)
 - iv. Monster (paid service)
- b. Respond to all applicants for any given week **at the same time each week.** This will SAVE you time.

- i. Send the following message to **ALL** responders...

(Name),

Thank you for responding to our Ad! I would like to schedule a time for us to meet next Tuesday, the 13th at 6:30 PM. I'd like to interview you to see if you would be a good fit. This is for my Consulting Company. My office is at 123 Main St in Tulsa. Be sure to do these three things for the interview -

- 1. Be on time*
- 2. Bring a resume*
- 3. Dress to impress*

Please let me know if this works by responding to this email to confirm!

- ii. **Ensure the name, date, and email is correct** each time you send one of these initial messages out.

- iii. **Call** any prospect who takes the time to respond to the initial message.

1. Confirm that you received their resume and that you would like them to bring a hard copy of it to the next interview opportunity that you have.

a. DO NOT LOOK AT THE RESUME... it does not matter at this point of the hiring process AT ALL.

2. Thank them for their interest and make sure you tell them if there is construction near your work so that they can plan accordingly.
3. Keep it short and full of energy! Healthy tension is expected on these calls.
4. Leave a message with the critical information about the next interview opportunity if you cannot reach them by phone.
5. After the phone call (or if you leave a message) send them another email to confirm their intended attendance for the interview.

- iv. The morning of the interview: give each confirmed applicant a call, text or email to get the final **'day of' confirmation.**

You don't not have to tell them that it is a group interview. It is just an interview...

***Don't be discouraged if nobody shows up even after they have confirmed. It's a common thing and it WILL happen. Just keep plowing away with the Group Interview each week! IT WILL PAY OFF!!

CREATE YOUR JOB AD

Let's come up with all the parts that YOUR job ad should be made up of, using the examples and notes in this system:

- a. Incorporate a **quote** about how to be successful in your company and that will translate well for the position.
- b. Hint: Think of a quality for this position and google a quote for that quality.

Brainstorm, research, ask around, or just pick one of ours that fits for the position you are trying to fill. Write your quote in the lines below.

- c. Ask the reader **three (3) questions** to help them determine if they FIT into your company. These are based upon **YOUR company's core values**: Choose 3 of your core values to use in asking questions.

Brainstorm, research, ask around, or adapt three of the examples used above to fit for the position you are trying to fill. Write your questions in the lines below...

1.

2.

3.

d. Define the core values in your company, one by one.
Use the examples in the previous sections of this system to craft a unique defining statement for each of your company's core values... Don't overthink.

1.

2.

3.

4.

5.

e. Write, below the core value definitions, a **job description** for the position.

Brainstorm, research, and write down all of the critical duties, responsibilities, and expectations for the position you are trying to fill...

Duties:

Responsibilities:

- h. Tell them how you would like them to respond to the ad.
Literally tell them what they need to do next in order to be considered for this position.

Using the examples in this system, write instructions for the reader / prospect for how you would like them to respond to the ad in the lines below...

Congratulations!

You have a brand-new job ad that will filter out a ton of B- and C-Players!

See the “Group Interview System” for step by step instructions on how to conduct a proper group interview and SAVE YOURSELF MORE TIME and MORE MONEY! BOOM!

*Until next time... **GO and GROW!***