

LOCAL JOB BOARD KILLER

Business Recruiting Services
The New Way



MIKE PAUL

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All examples are for mathematical demonstration only. You could make nothing and the examples shown are not typical.

1 Local Job Board Killer: The Intro

Welcome Local Marketing Consultants!

First... "Thank You" for making an investment in my new training and your bright future.

As a fellow local consultant, I am always looking for tools and techniques that will attract good clients 'magnetically'. Tools that can help you get consistent results and make you stand out from the competition.

I've worked closely with business owners in corporate settings and on my own for many years. So, naturally, my specialty is helping local businesses grow with innovative marketing techniques.

But through the years I've noticed one 'forgotten' facet to just about every local business that has lacked consistency... wasted more precious time... and has caused business owners to pull their hair out while throwing heaps of their profits down the drain.

The hiring process is about as exciting as cleaning a toilet to most business owners, but it's a task that is inevitably going to spring up routinely throughout each year.

In fact, consider this. The average job opening attracts **250+ resumes**, only **2% of those applicants will be called for an interview**, the interview process will take 22.9 days on average according to Glassdoor...

... and the entire process will take five to six weeks just to extend a job offer not to mention to time it takes to get a qualified applicant.
(MRInetwork).

Then a good portion of those will turn down these job offers because of other opportunities... AND many of the new hires that happen to 'stick' will be gone in 6 months!



These stats alone gives an unarguable case for possibly the most challenging piece of any local business and a most pressing need that local consultants can fill.

And if you can fill this need... momentum to a brighter and more fulfilling business life may be making an appearance very soon.

Although the motto “keep your business life out of your personal life” is true... a healthy business can make life a bit more relaxing and convenient...

While standing above the crowd... It's not a pipedream - you can have both!



Today, I am confident I've got a new and exciting way to grab the attention of just about any local business that will ever recruit another soul...

...AND elevate your professional status with them. In their eyes, YOU will be the expert, and these strategies will hit the mark!

Get excited because I'm giving you the key to larger, steadier fees, more service opportunities, and happier clients...

This most unique business strategy that will prove simple and easy to use... in fact, as long as you can read and follow simple step by step, over shoulder instructions while being nominally consistent with your effort... You can do this.

2 What are businesses doing now?

When a business owner, manager, or HR administrator sets out to find the right candidate for key positions within the company, there is no shortage of job post boards to choose from.

In fact, you've probably heard of the big ones...

Sites like Monster.com, CareerBuilder, Indeed.com, ZipRecruiter and, of course, Craigslist pose as havens for businesses searching for new employees and job-seekers wanting to uncover their next best career opportunity.

But of course, this 'haven' turns out to be a mirage of sorts when the person offering the job uncovers none other than the most frustrating task no one ever mentioned when they decided to set up shop.

Business owners all around you are discouraged, to say the least, when they discover mountains of applicants, yes... **but also mountains of bogus resumes, unqualified prospects, and no-show interviews.**

Now, can you imagine how the interviewer feels when they see a new application hit their inbox? Can you imagine what their outlook is like when the clock gets closer to their next interview appointment?

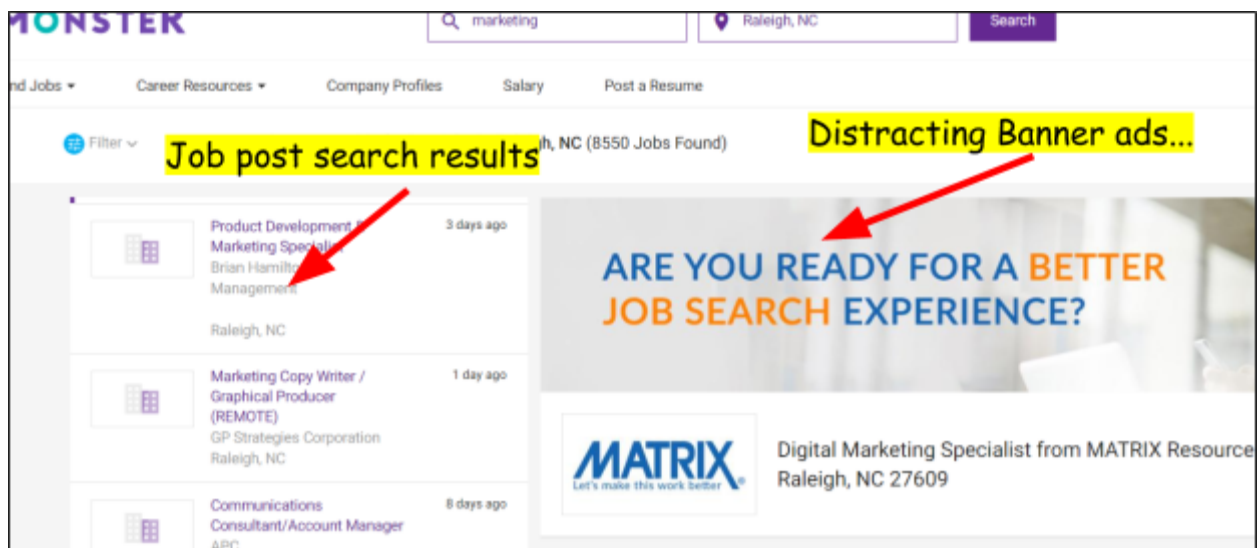
It becomes more of a forced-chore than a step toward finding a brighter breadwinner for their business.

Why is this?

Well, there are many reasons, but let me cover a few Big Ones.

The sites they are posting jobs on... many are focused more on income from sponsored ads. No, I don't fault them. I know Careerbuilder.com and Monster.com are in this for the money. They have to be, right?

But the end-user is the one who suffers when the job-seeker becomes easily distracted by pop-ups and banner ads. Take a look for yourself.



The screenshot shows a job board interface with two job listings. The top listing is for a 'Sales Associate' position at TransForce, with a red arrow pointing to the company logo. The bottom listing is for a 'Retail Sales Associate' position at Gabe's. The interface includes search filters on the left and 'Apply Now' buttons for each listing.

But not only does the job-seeker miss out on potential opportunities... **your future clients, business owners, miss out on potential Rock-Star new team members!**

To add to the madness, many of the other job posts pose as obstacles not because of being the competition for legitimate job posts, but because of the deceptive nature of the posts... from get-rich schemers, multi-level marketers (nothing against mlm, just not the place to pitch this), and outright scammers.

These post types eventually get shut down, *but it's like a revolving door...*

These opponents know from the start that their "job" types don't qualify for what these boards want...

...but their regimen of churning new accounts with new emails, usernames, and IPs in order to keep their posts shown negates any attempt by the website's admin to keep the 'unfit' out.

Aside from the spammy ads and phony job posts that infest these job boards, the user experience offers little to no specialized customization to who is served these ads.

In other words, anyone... heck, everyone will see these ads! **It's as easy as pie for an 'imposter' to apply because all they have to do is SEARCH...**

And the bogus applicants? Boy would you know!...

They flow like hoards making this a game of hide-n-seek for the business owner or hiring team.



“But Mike... But Mike... can't the business owner require the applicant to answer some qualifying questions?”

Well of course! But that means nothing when the job-search pool is riddled with half-truths, exaggerations, and blatant lies.

This creates another arduous task to verify what the applicant states as their qualifications. (You would be surprised how many companies don't even verify the applicants' credentials.)

There's no arguing the fact that the hiring process for local businesses is, to say the least, flawed.

And these owners have grown to just accept the process "as-is"... as a necessary evil.

But when a consultant like you comes to the rescue with an answer to this age-old problem that everyone seems to have just agreed to accept...

... having to convince or hard-sell is no longer a part of the equation.

Which brings me to...

3 Targeting: A Better Way

This dilemma of "to post... or... not to post" on job boards has left business owners few other options other than relying on employee referrals and word of mouth.

Like a moth to a flame... oh so attractive is the possibility of faster-filled positions job boards seem to offer despite the hangups.

Is there any other way?

Let me propose a *shift in targeting*.

Instead of throwing up a job ad and having prospects coming to the available position...

... Why not turn things upside down and have the jobs GO TO the right prospects?



This is what I call *active* marketing... in which the business owner (better yet, the consultant) serves ads to prospects who have an interest in the specific skills related to the job type.

Do you follow?

Again, instead of job-seekers going TO a job board and typing in search terms to find what *they* want...

You... the consultant, help business owners place the job opening smack dab... right in front of **qualified** prospects!

The outcome?

The prospective new hire no longer has a choice to lie about qualifications, experience, or even motivation in some cases.

In fact, you will be able to target the same visitors of sites like Monster.com and Careerbuilder.com, but with *one major difference...*

You'll pin down the ones that have exposed their qualifications via their search and engagement habits online... leaving OUT the imposters...

...while eliminating your client's competition whether the competition is nearby similar job openings or "pretend" jobs like the get-rich pitches, pyramid schemes, and fly-bys.

So, is this a better way? You bet it is!

Let's go over how this is done.

4 The Rundown

The method we'll uncover on the pages of this guide will prove simple and straight-forward. At times, you may wonder why a certain step is included, but don't focus too much on the "why" for now, especially if you are new to paid ads.

Just follow along to the end... press “start” and let the targeting engines do their job.



Before we dive in, here's an aerial view of the method.

Once you approach businesses that are currently hiring (I'll show you how to find and engage them simple and fast...), you will display their job-opening to prospective new-hires that are pre-qualified for the job...

... To do this, I'll show you how to pinpoint prospects who have **previous experience in that specific job, worked in jobs that require similar skills, and are currently searching for new jobs.**

The latter will be done in such a way to filter the motivation of potential new candidates for your client. This is much different than just throwing a job post up on multiple boards... hoping one will stick.

All of this will be done within the Facebook ads platform which is known to be THE leading space for demographic and interest targeting.

You may be asking, “But what about the ad content?”...

Don’t worry because most of the ad copy is already done for you. Remember those job boards? You will use the same content for your laser-targeted ads on their behalf. (Just copy and paste)

Like a well-prepared meal, it’s not all in the content... but rather the presentation of the content... which brings me to your question about websites. (Pay careful attention)

You no longer need a website for your client. A new feature called Instant-Experience will allow you to create a stunning “explainer” page within the Facebook ads manager in as little as a few minutes!

With this explainer page, the presentation part is taken care of...

... with quality graphics (provided by Facebook), already done templates, and custom fonts...making your client’s job-opening stand above the crowd, look more professional while adding more to the whole process of attracting the right candidates.

Again, this is all done inside Facebook! How much simpler can it get?

The money? You can easily command \$375 a pop for a month’s worth of ads. But here’s the good part. The cost Facebook will charge for running the ads?... Your client pays for that separately.

This is just the tip of the iceberg meaning the whole picture is much bigger than you think.

Once you perform this simple service and get the results your clients crave... they *will come to you* for additional services (often without you saying a word)!

Services like:

- Website creation
- Lead-gen services
- Top of mind marketing
- Seo and content creation
- Social media management
- Business loan services
- And much more...

It's really the perfect foot-in-the-door!

5 Setting Up FB Business Manager

Surely, you can set up campaigns and boost posts from your regular Facebook account, but you want to be able to take on clients and manage their accounts from one platform. You do this with Business Manager.

1. First, go here business.facebook.com.
2. Find "Create Account" and click it.

3. Input the name for your business, Choose the primary Page you just created and enter your name and work email address.
4. Now just follow the flow of onboarding steps Facebook gives you.

TIP: Do not claim a client's assets (page, ad manager, etc.). Claiming is different from just "requesting" access - which we will go over next. You want to claim your agency page and agency ad manager but request access to clients' pages/assets.

5.1 Getting Access to your Client's FB Business Page

Most likely your client will have a Facebook business/fan page. If not, you can show them how to create one with the instructions above. The next step is to access their business fan page which is SO simple.

1. Inside the Business Manager you just set up, go to Business Settings
2. Click on "Pages"
3. Then Click on "Accounts" then choose "Pages"
4. Click "Add New Pages". It's on the right-hand side.
5. Choose "Request Access to a Page"
6. Enter your client's Facebook page name or URL

5.2 Requesting Access To Your Client's Ads Manager

In order to create and run campaigns for your client, you'll also need access to their ad manager accounts. This allows you to not only create ads but also be hands-off with the ad budget because your client will use their own credit card to pay for the ads separately from your monthly fee.

1. Go back to your business manager and click [Business Settings](#).
2. Click on Accounts then Ad Accounts.
3. Look on the right-hand side of the page, click on “ Add New Ad Accounts.”
4. Now click on “Request Access to an Ad Account.”
5. When requesting access to an ad account, enter the ad account ID(you will get this from your client). Learn where your client will [find the account ID](#).

As stated earlier, just follow these short steps and you'll have it! Don't worry too much about *why* we are taking these steps for now. As we move along this will all come together.

6 An Ideal foot-in-the-door?

It's a known fact that the one being “pitched” is more inclined to say Yes to what's called *minor* closes before they say yes to the big closing attempt.

In other words, asking “tie-down” types of questions that evoke yes answers as a knee-jerk reaction.

Questions like...

“Having that job position filled fast will get you to your goal quicker, won’t it?”

“Qualifying your potential new hire more can help save you a ton of time, can’t it?”

“Isn’t having quality applicants more beneficial to your growing company at this critical point?”

The business owner has to say yes. Any other answer would mean they’re missing a few screws, *wouldn’t it?*

The idea is the same when you step back and look at the entire picture.

Even though your service is not a huge commitment... *wouldn’t you agree* a smaller foot-in-the-door service could lower their guard down much easier?

Here’s what I mean. You offer your future client a simple service of setting up a separate “job-opening” page within their Facebook business page.

This 5-minute service gets them free exposure on Facebook’s job board. Bet you didn’t know they had one, did you...

Take a look. <https://www.facebook.com/careers/jobs>

But you don't post their opening on directly on this job board. Instead, you post the position onto their business page which then populates automatically to the job board.

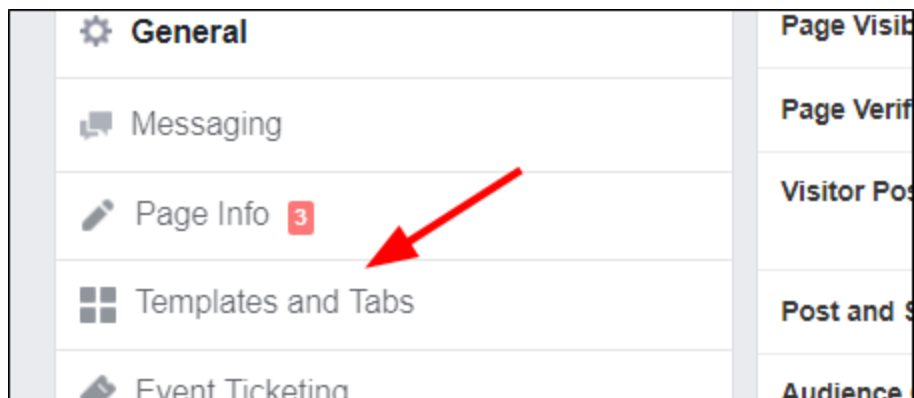
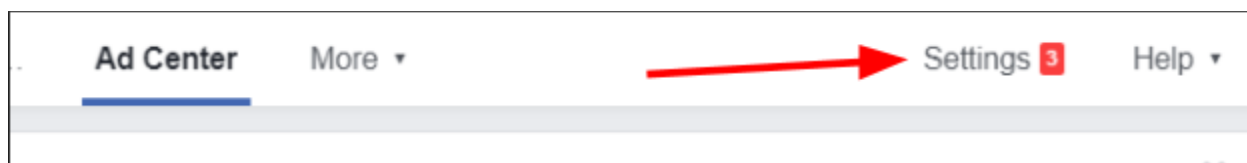
This does two things. It delivers a service that gets them to open up. It also takes care of one step you will need to deliver your main service:

Accessing their business page.

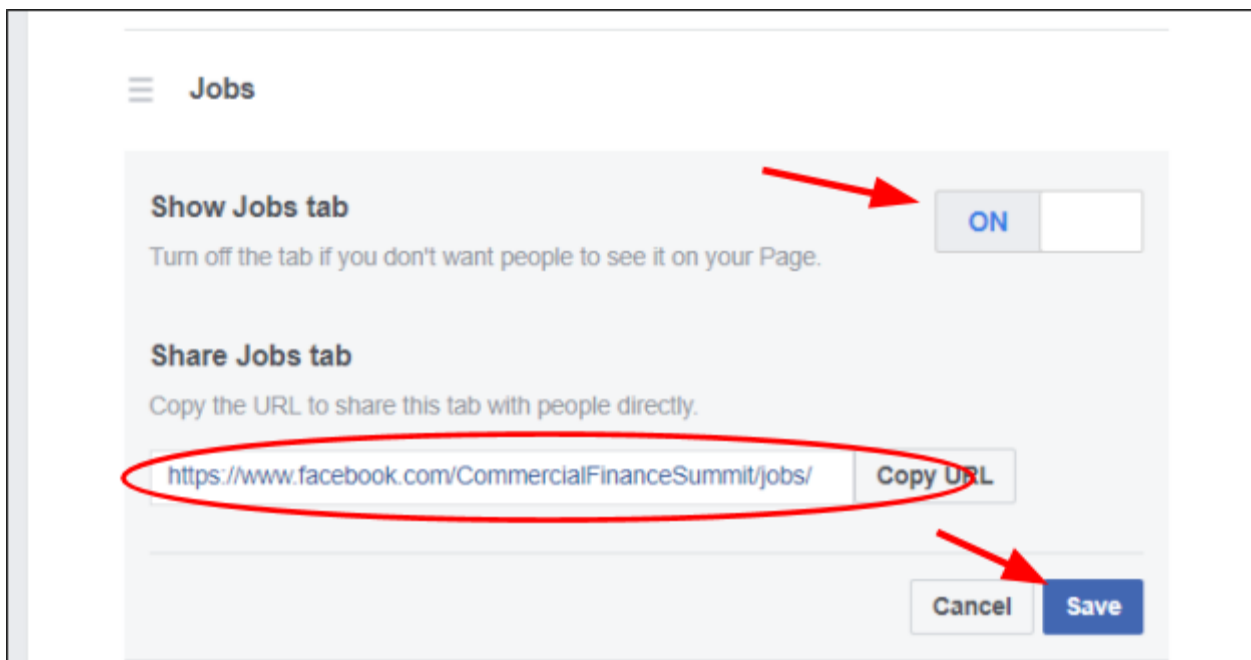
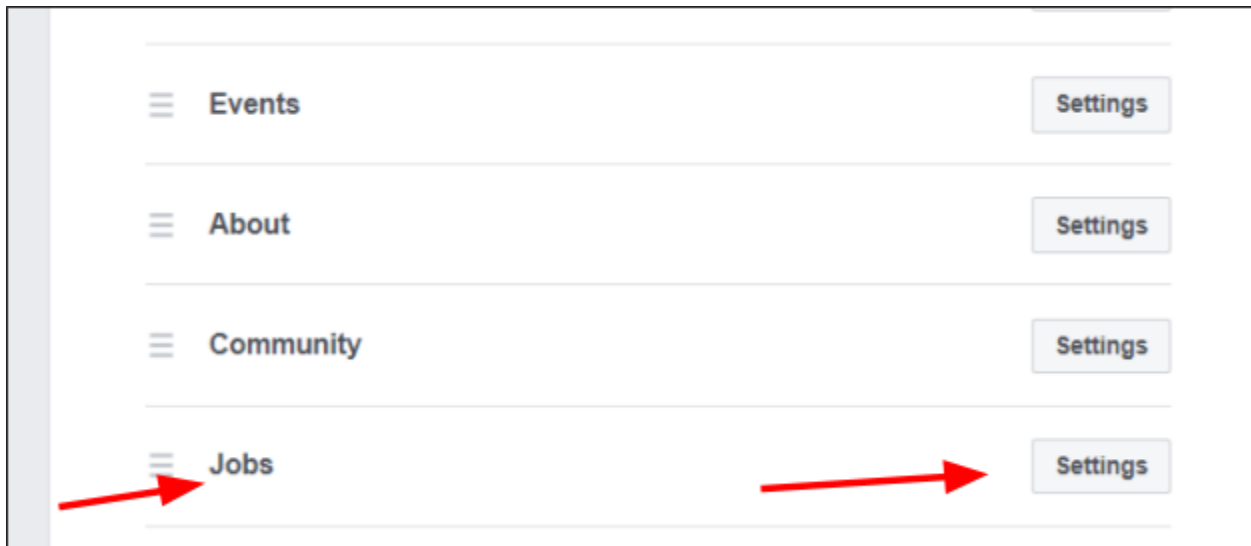
This will get the natural flow of progression going with your prospect allowing a much easier client acquisition.

1 - Login to your Facebook Ads Manager. Find the prospect's business page.

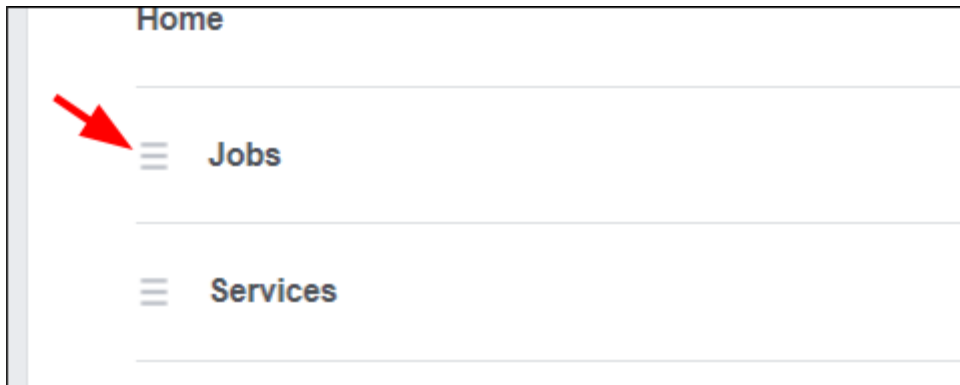
2 - Once you are in. Go to the "settings" tab. Inside settings, click on "Templates and tabs".



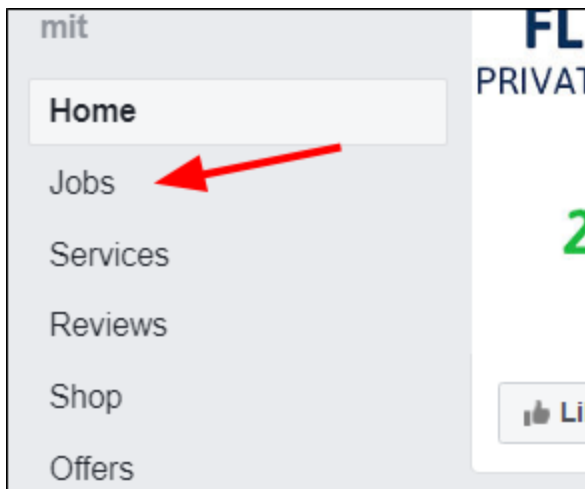
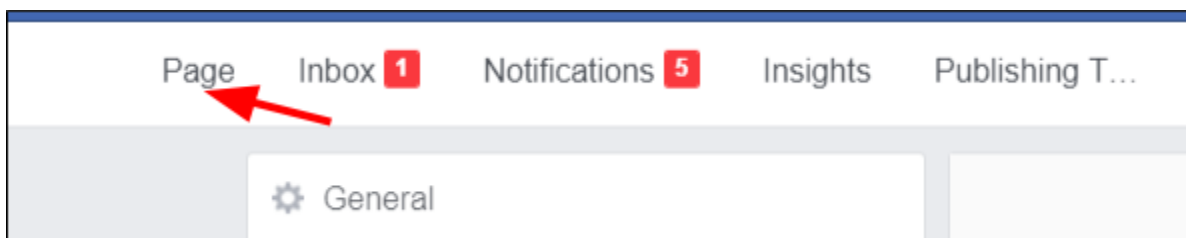
3 - Find the “jobs” tab and click “settings”. Then make sure this page will show on your client’s business page by moving the toggle to “on”. Copy the job url and set it aside for later use. Then click Save.



Hint: You can drag the “jobs” tab to the top of the list using the three-lines. This will display the “jobs” page at the top of the order as you will see on their business/fan page.

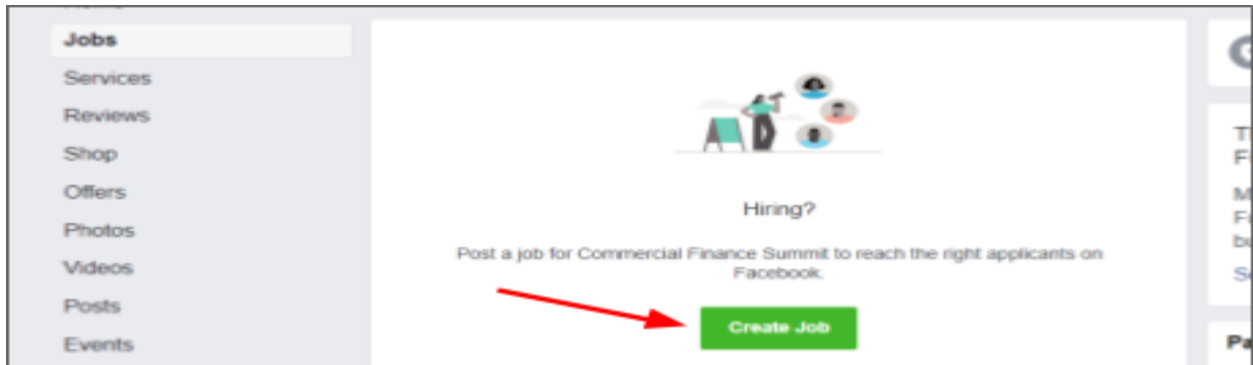


4 - Go back to their business home page and click “jobs” on the left panel of the screen.



5 - To start creating the job listing, click “create job” and then use the job description you obtaining earlier to fill in the fields. Just post the job and do

not worry about boosting the job because we will be using the ads platform instead to enable more detailed targeting.



Create Job

Job Title

Job Location

Adding a specific address helps you reach nearby candidates.

Salary Range (optional) ⓘ

 to **per hour** ⌵

Job Type

Full-time ⌵

Job Description ⓘ 0 / 5000

Application Questions (optional) ⓘ 1 / 3

Ask questions people are required to answer to find more qualified applicants.

✕ **Free-Text Question** ⌵ 0 / 200

[+ Add Question](#)

7 Setting up your client's job ad

Before you run the ad, make sure you have a few things in place. The first piece is your client's **job description**. You can get this simply by asking your client for the description or...

... as I'll show you in the following section, the job description is easily obtained off any of the job boards your client is currently using. It's a matter of copy & paste, but for now, just get the description and put it aside.

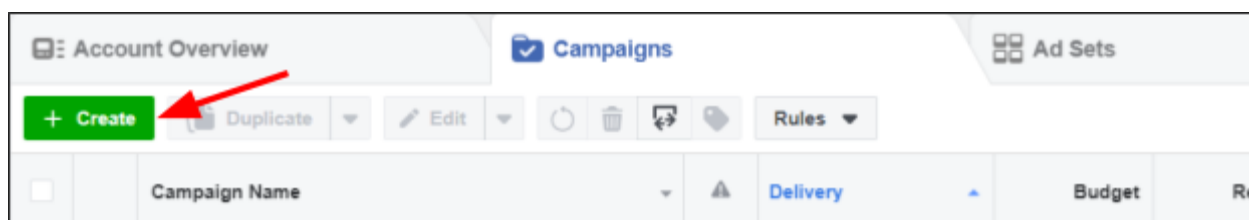
You will also want to get a list of **qualifications for the job position**. (This may already be in the job description.)

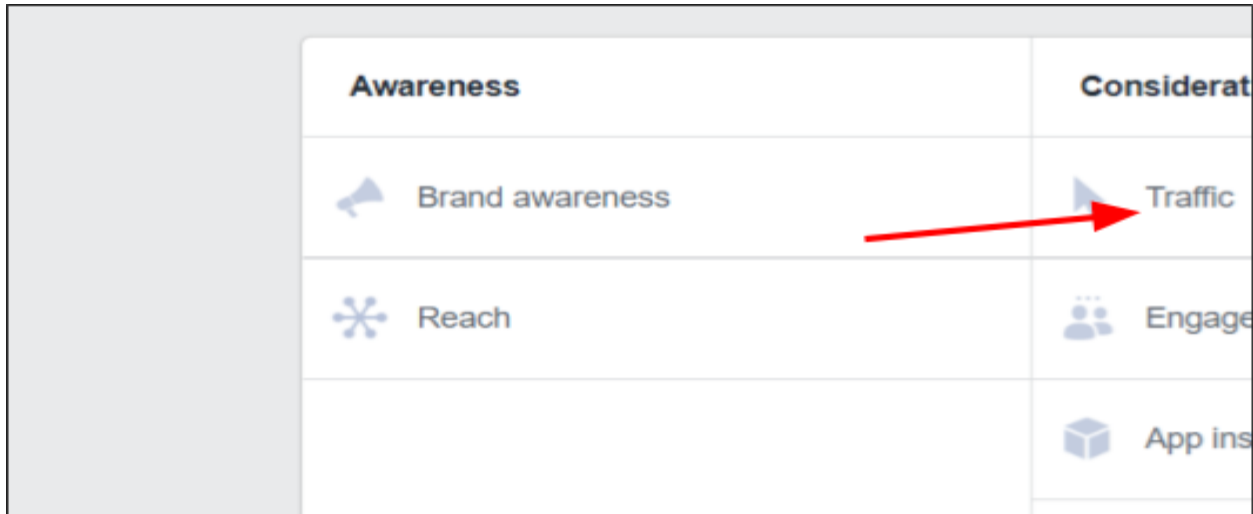
Then you will need a **contact number and/or email of the person handling the job applicants** that come in. Simply ask or get the info from the job board. (Many times job boards will mask the contact information.)

Again, you may have noticed I did not say a thing about getting their website address or contact form. You're about to see how simple this is.

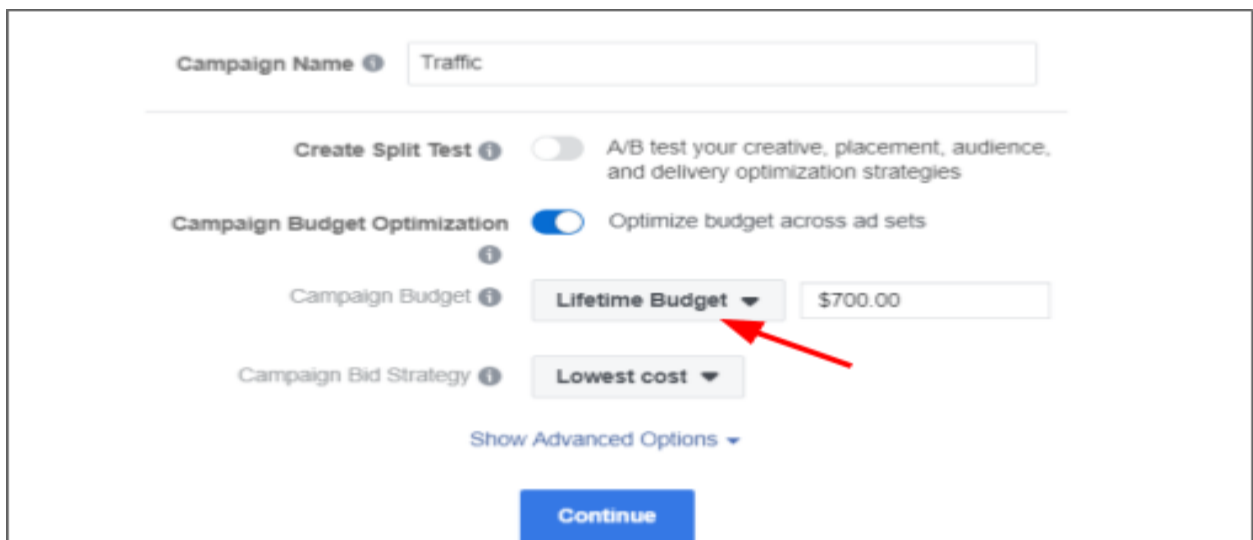
7.1 Job ad settings and targeting

1 - Once you have access to your client's account as we've shown, go to their FB ads manager. Within the "campaigns" tab, click "create". You can choose "traffic". Then name your campaign and click "Continue".



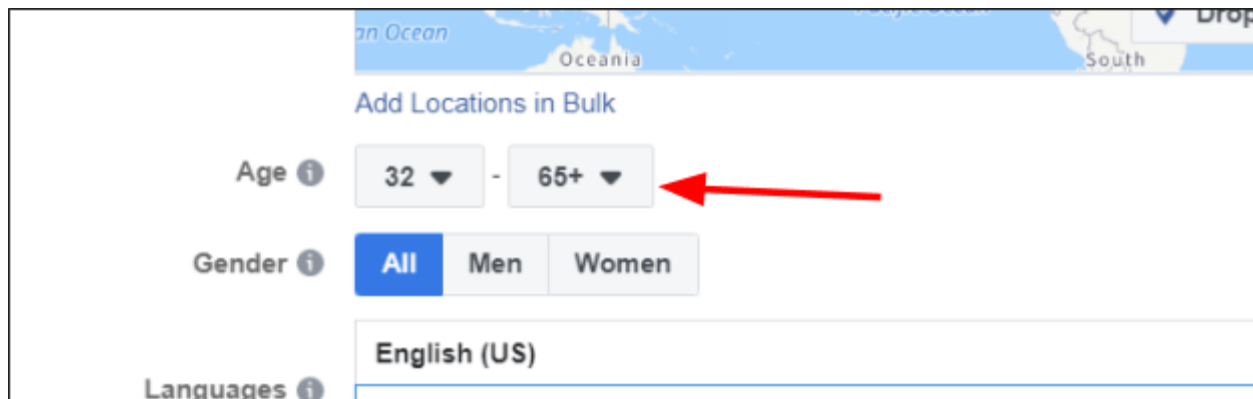
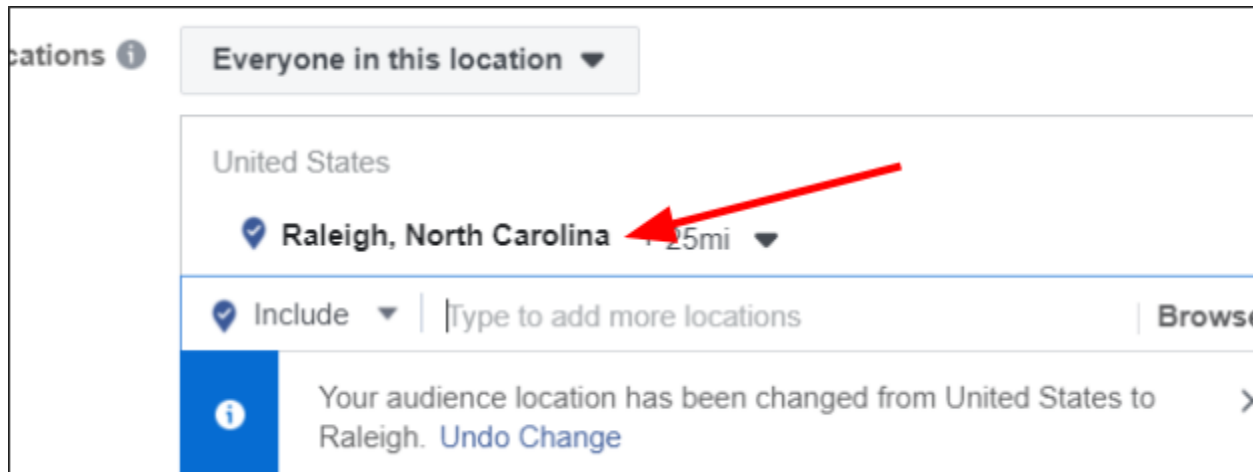


Based on your conversation with your client, I recommend setting a lifetime budget since the campaign will end once the job opening is filled. So click the dropdown arrow, choose “lifetime” and then set the budget. I recommend a monthly spending amount of \$300 (remember this is paid separately by your client). If they choose to run the ad for 2 months, the lifetime budget would be \$600.



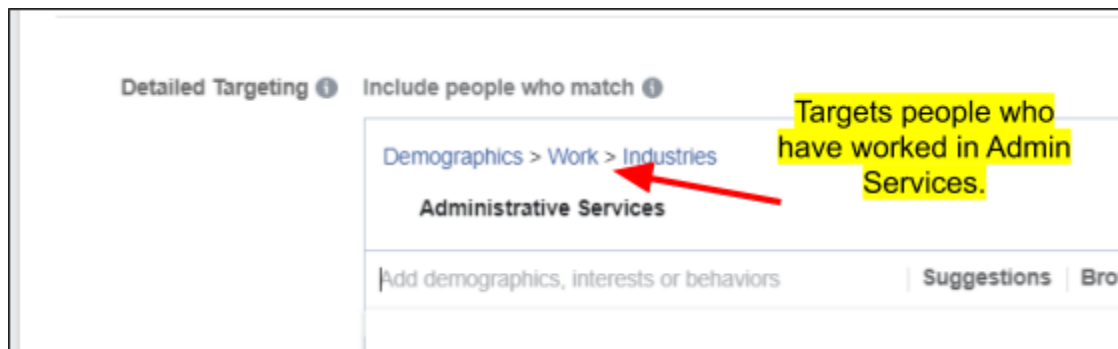
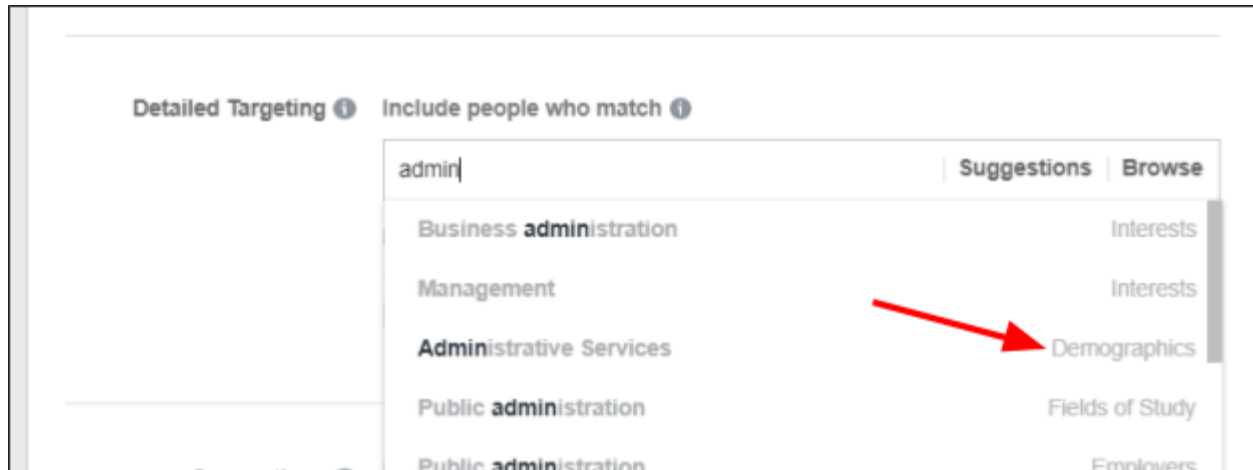
2 - It's time to delve into some simple targeting. Choose either your city or your client's city with a mile radius (often multiple neighboring cities can be used here).

Next, choose the age range you want to target. When working with a client, you will want to discuss the business owner's ideal age demographic for the job type.



3 - In the “Detailed Targeting” section, choose the applicable audience interests for your offering. Since your client is looking for job seekers, there are a few ways to do this. First, in the search bar under detailed targeting, type in the subject of your client's job opening. For example, an administrative job would simply involve you typing “admin” in the search bar.

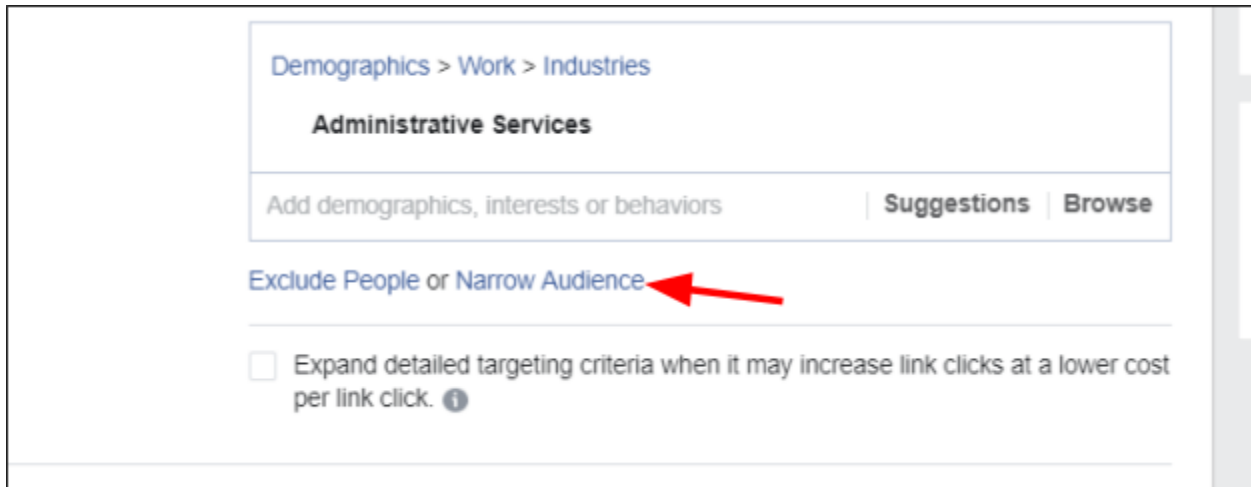
Notice the results. For this example, you are looking for the result labeled “Administrative services - demographics”. Choose this option. You will notice that the option you just chose includes people who have **worked in administrative related positions**.



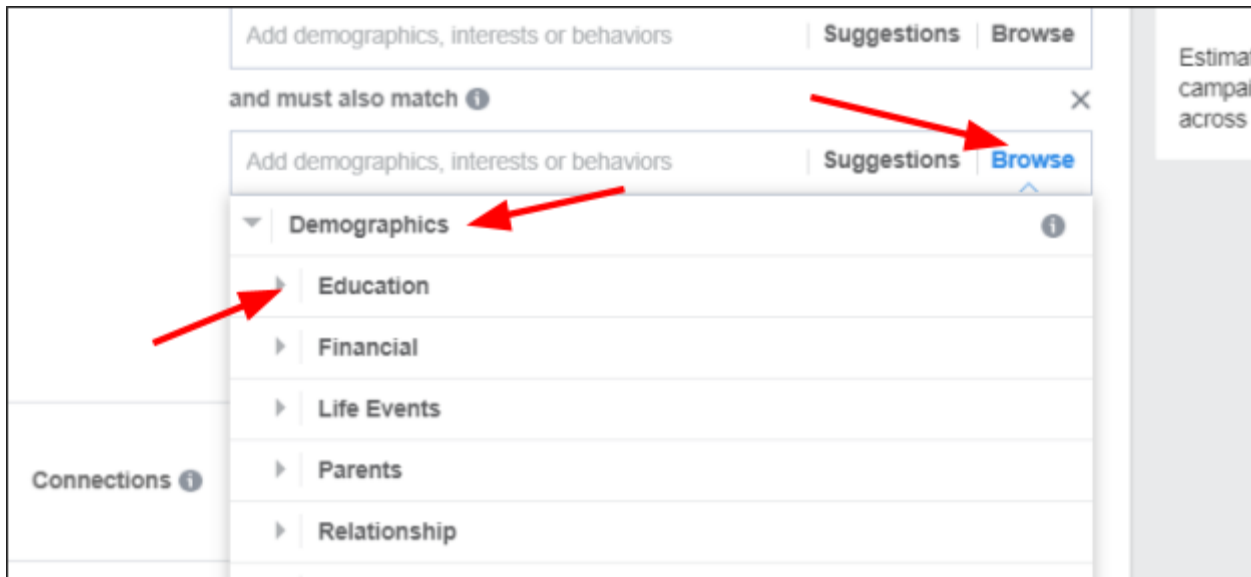
4 - Let’s target a little deeper now. Keep in mind the qualification criteria you obtained previously from your client. Let’s say your client wants to require each applicant to have graduated from college. Go down a little further and click on “narrow audience”.

In the box that now appears, you can require the targeting to include not only prospects who have administrative experience, but also prospects who have graduated from a college. (There is a difference here. If you just used the initial targeting box, the targeting would be set to “administrative

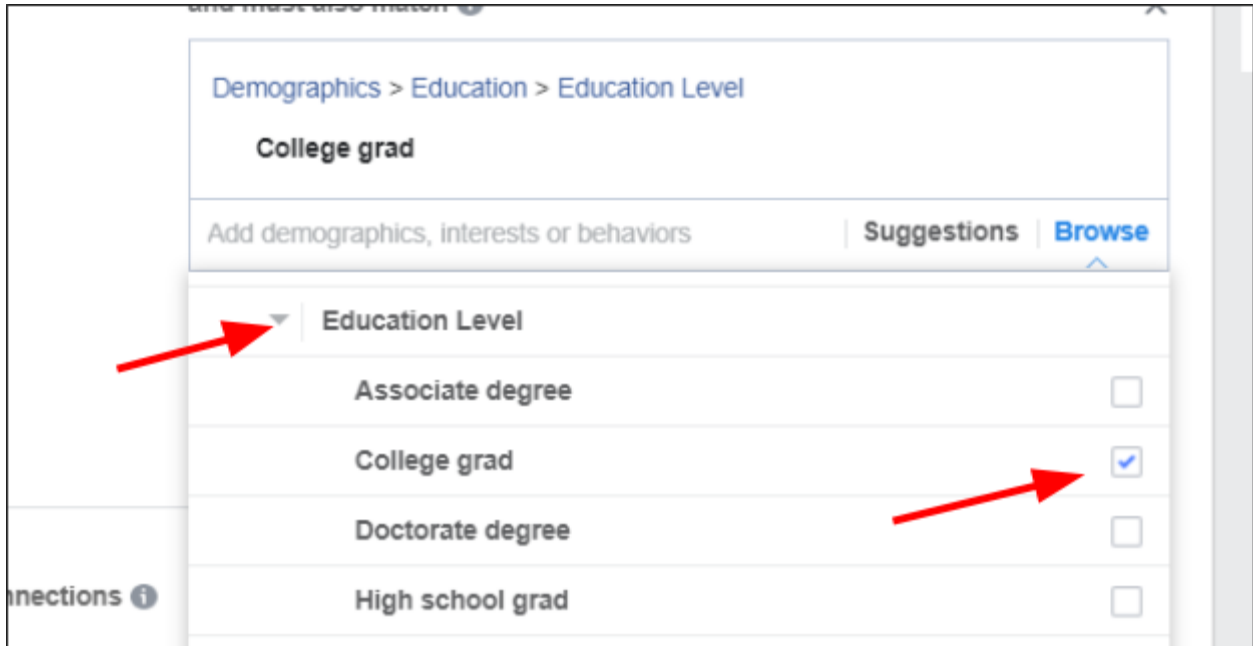
experience” OR “College Grad” - whether or not the audience has one or the other.)



So, in the second area, click on “browse”, then “demographics”, then “education”.



Under “education”, choose “college grad”.

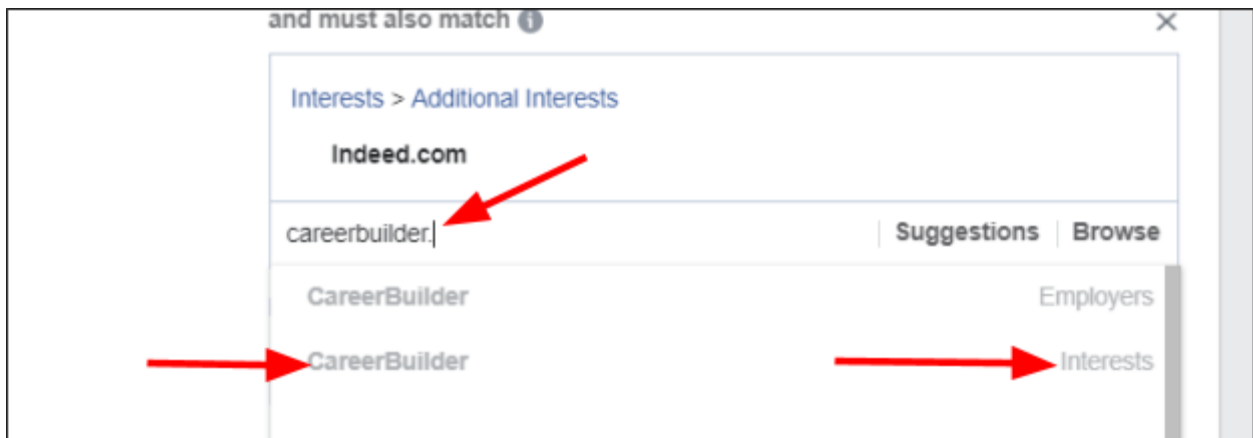
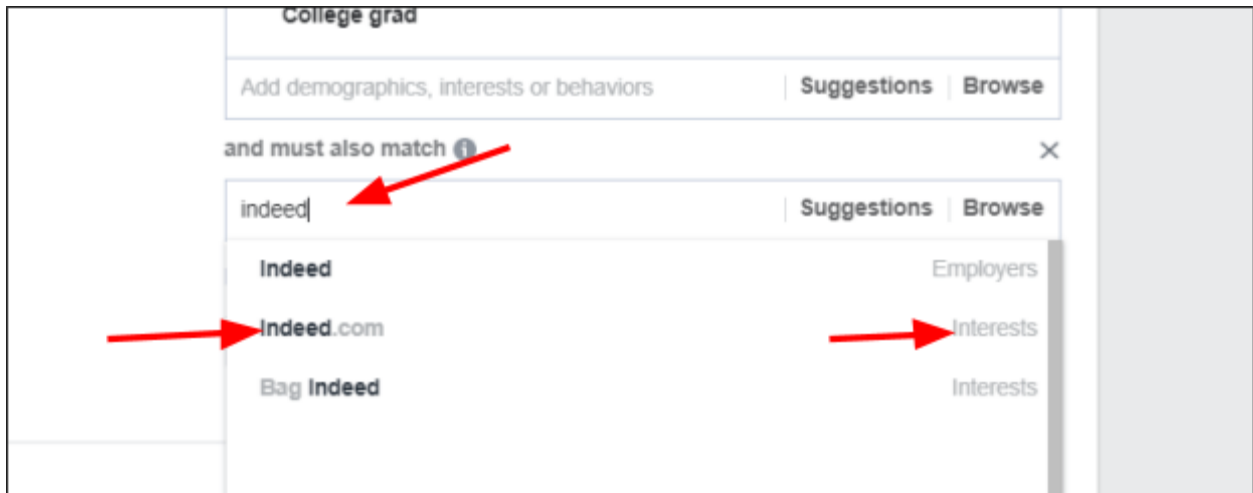
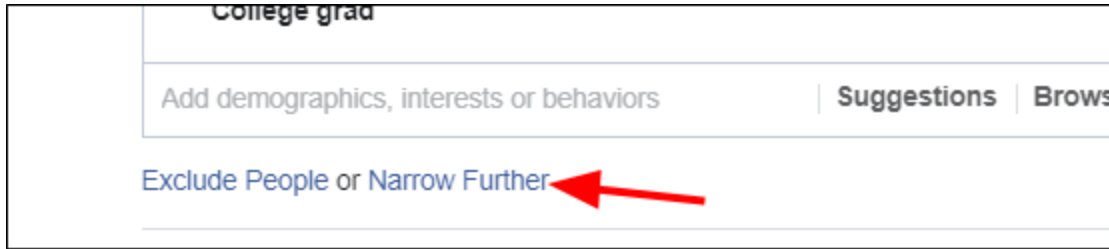


5 - You can stop here with the targeting and still get much better results than the typical job board. But let's go ahead and **target motivated prospects** for your client's job opening - ones who are most likely looking right now for job positions.

Click "narrow further" once more. And then, in the search/suggestions field, type "Indeed". Then select Indeed.com labeled "Interests".

Since Indeed.com is a major job board, this is a way to hijack the traffic from Indeed! You can do the same with Careerbuilder, Monster, ZipRecruiter etc.

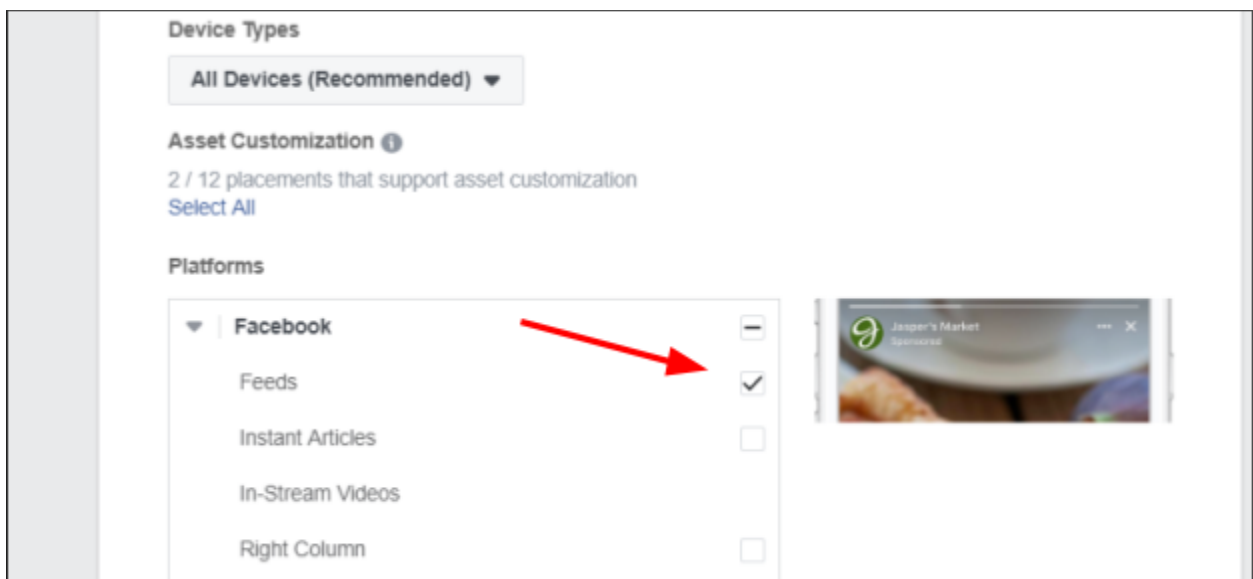
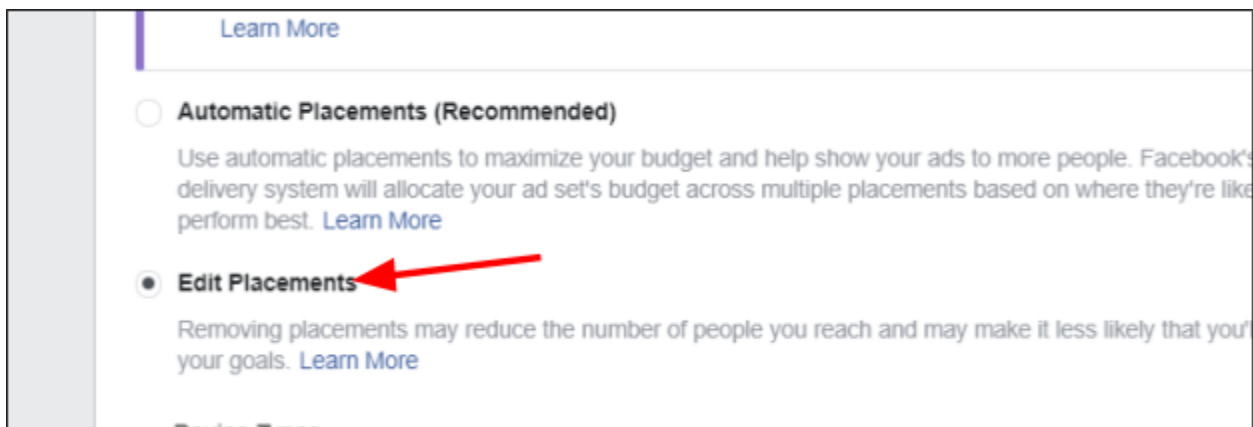
In essence, you are making sure you target motivated prospects who are interested in major job board websites!



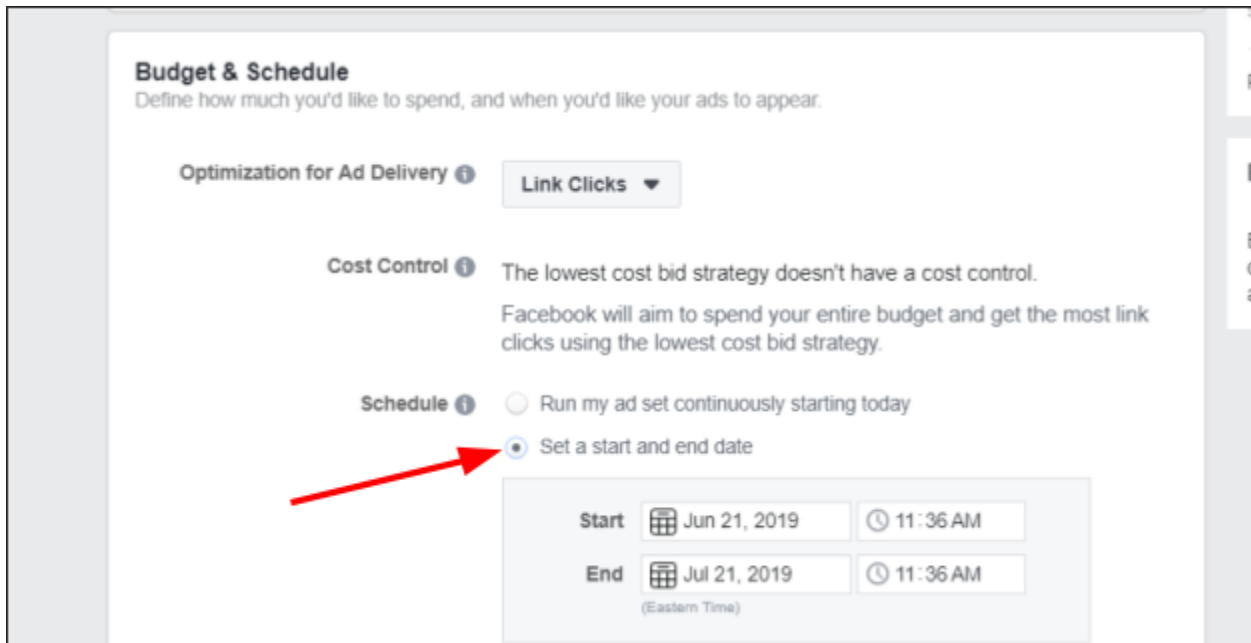
(When you choose multiple job boards, make sure you keep each job board interest selection in the same “narrow further” box. Do not create a separate “narrow further” box for this. The reason: If you clicked “narrow further” each time, your criteria would require targeted prospects to have searched Careerbuilder.com & Indeed.com

for this example - and not one or the other. I have more training on this in the video training section of this program)

6 - Under “Placements”, choose “edit placements”. Now check “feeds” and make sure all other selections are unchecked. We only want to display the ad on the news feed. For conversions, we’ve found that this ad display works best.



7 - You can now set an end date to your campaign according to your client's wishes. Then scroll down and select “continue” to move to ad creation.



Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ Link Clicks ▾

Cost Control ⓘ The lowest cost bid strategy doesn't have a cost control.
Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy.

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start

End
(Eastern Time)

You've now set up all the targeting your client will need to double down on a highly qualified audience that is motivated to find new job opportunities!...

... and you've cleverly done this *better than all the major job boards* that serve job positions to whoever happens to type in a random matching job search term.

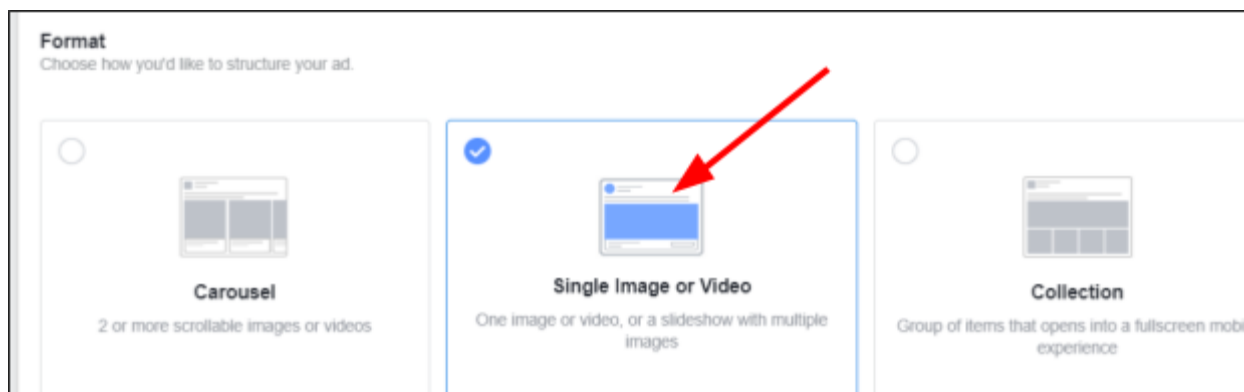
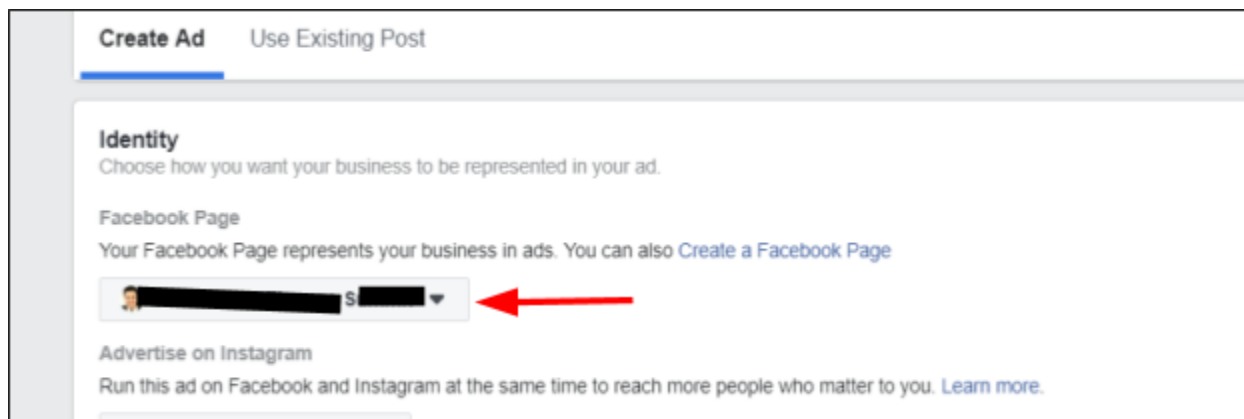
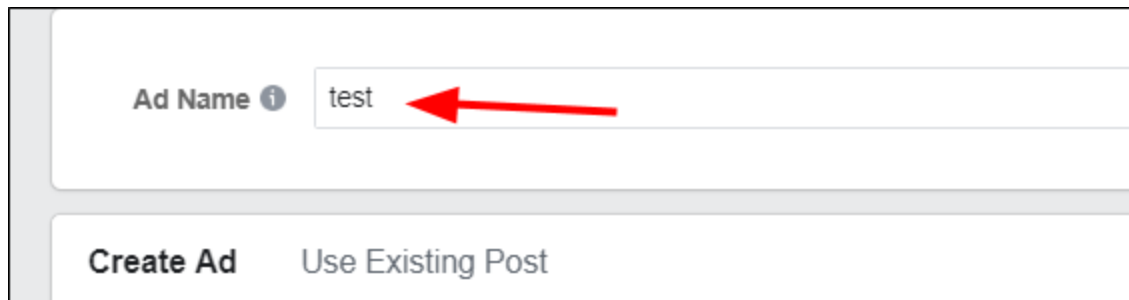
Instead, **YOU choose who sees the job opening!**

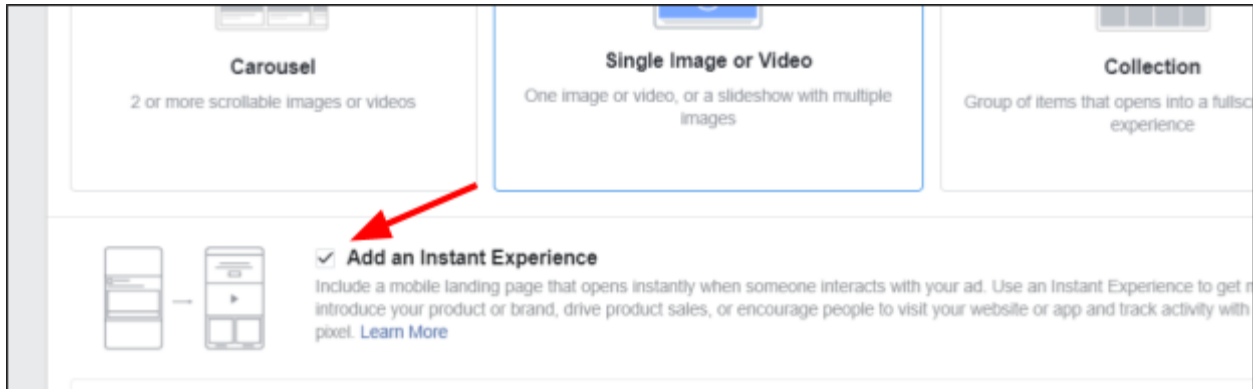
7.2 Job ad creation

Moving along, we will finish our campaign by creating the actual ad with the right text, effective images, and a simple explainer landing page provided within the Facebook ads platform.

This can all be done in just a few short steps and there's no need for your client to have a website... (Although, if they don't, *it's a perfect opportunity for an add on service*)

1 - Name your ad set, choose the applicable business page, and then choose "single image or video". Now check "add instant experience."





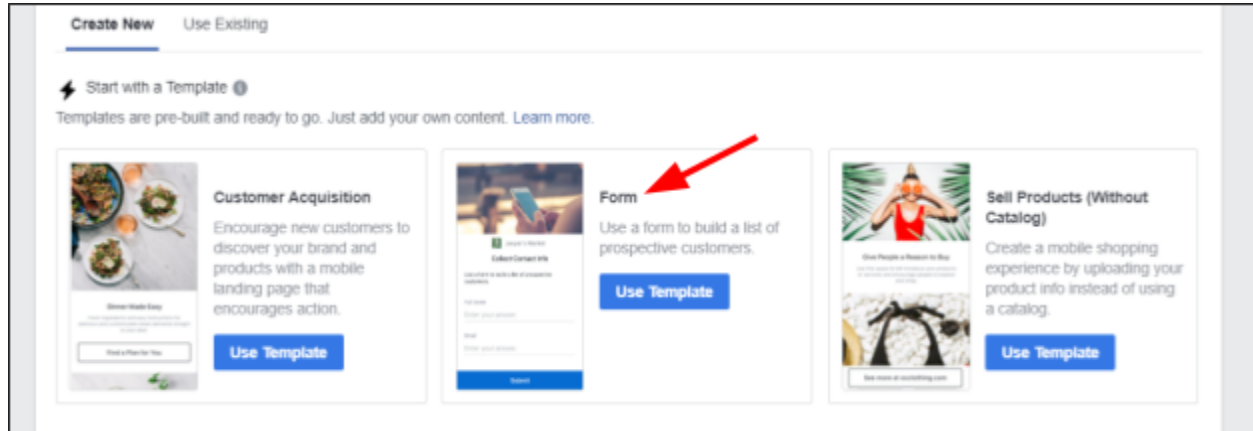
This component of the ad is so unique and powerful, to my knowledge no other major paid ads platform offers this feature.

In effect, you will be using a super-concentrated “landing page” of sorts, provided by Facebook, to eliminate the usual stage of clicking off of Facebook to enter a website attached to the ad.

How crucial is this? Think about conversions. The less the prospect has to do... the less the prospect has to click... the less chance of confusion... and better the chance will be for converting that prospect.

Furthermore, the whole experience for the end user will be more streamlined and congruent also increasing the chances of converting the prospect.

2 - I always recommend keeping things simple so go ahead and choose an already done template. From our standpoint, I would recommend choosing “Form”.



All you have to do now is choose images and fill in the fields to create your “instant experience page”.

As shown in the image below, first - choose an image, second - create a headline, third - fill in the job description.

Use the job description you save earlier and just copy & paste it in. \

Then, under “form questions”, check off all three options (Name, Email, and Phone).

I know the less the prospect has to fill out the better chance of a conversion. But remember, conversions are not the main goal here. You are seeking “quality” candidates for your client’s job opening.

In fact, I would recommend tweaking their description to use phrases like:

...If you qualify...

...this is not for everyone...

...requires a strong work ethic...

The idea is to “**take it away**” a little to entice human nature to mismatch and also better prospects will rise to the top.

Create an Instant Experience

You've accepted Facebook's Lead Ads Terms for this page. [View Terms](#)

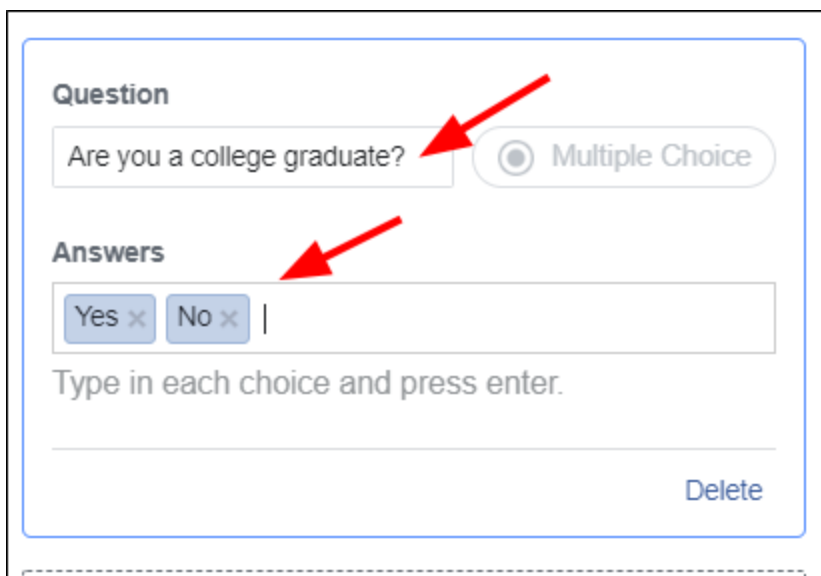
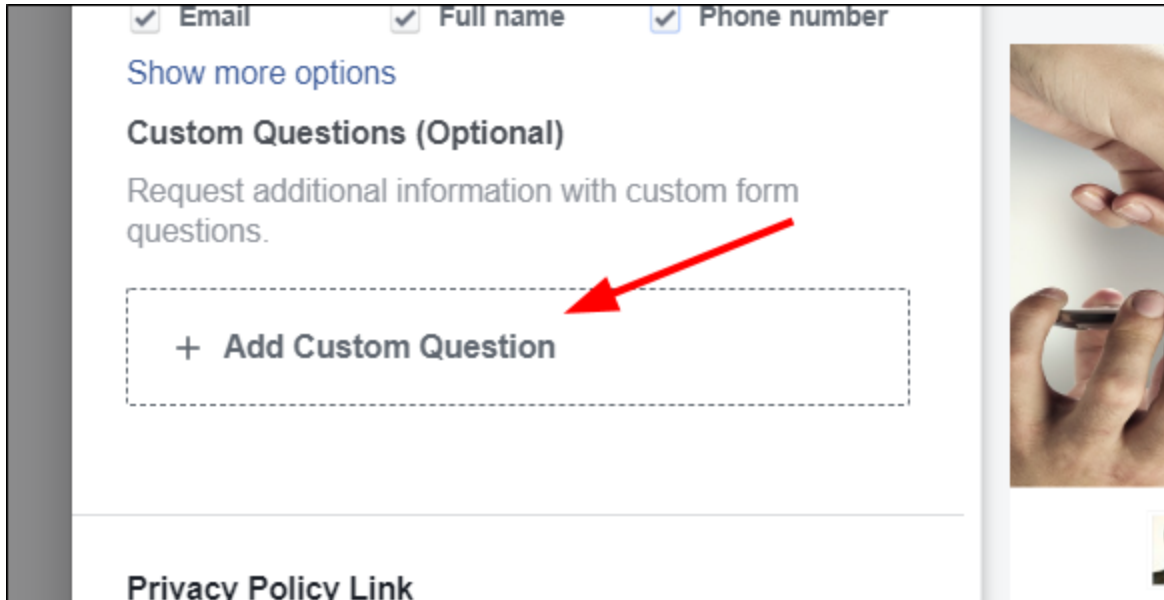
Image
Recommended image size: 1200 x 628 pixels
[Change Image](#)

Form Headline
Join Our Team 47

Form Description (Optional)
Monday - Friday during Day time business hours.....
and NOT working Nights, Weekends and major Holidays?
If you answered YES to these questions, this is a perfect position for YOU!

Form Questions
What info would you like to ask?
Contact Info
 Email Full name Phone number
[Show more options](#)

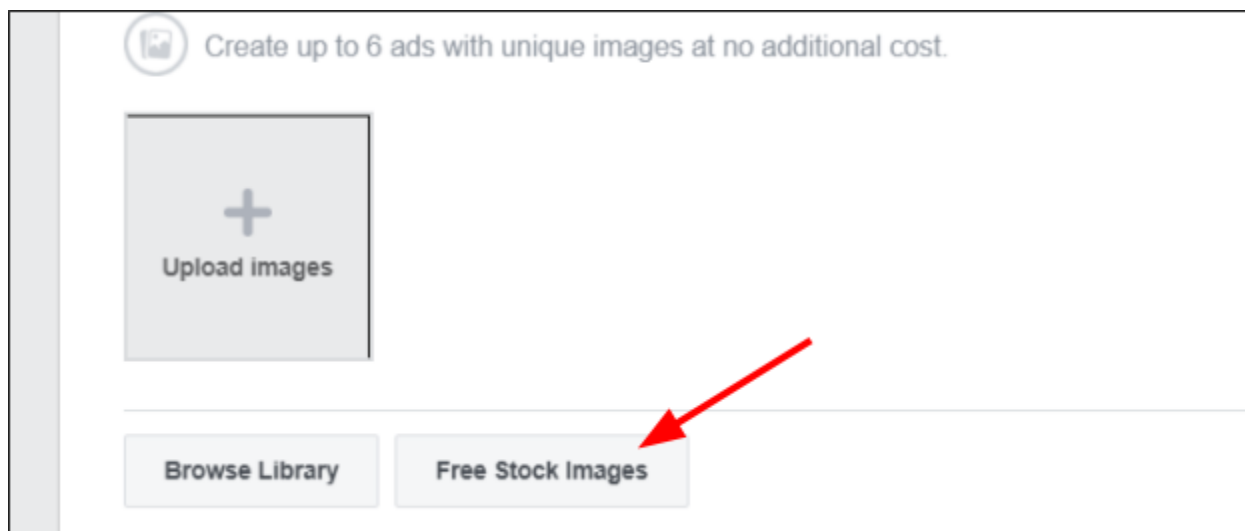
3 - Almost there. Next, we will add some qualifying questions for your client. Go ahead and find the qualifications for the position you gathered earlier. Scroll down to “Add custom question”... click... and add the first qualifier. Add as many as you need then click “done” to move on.

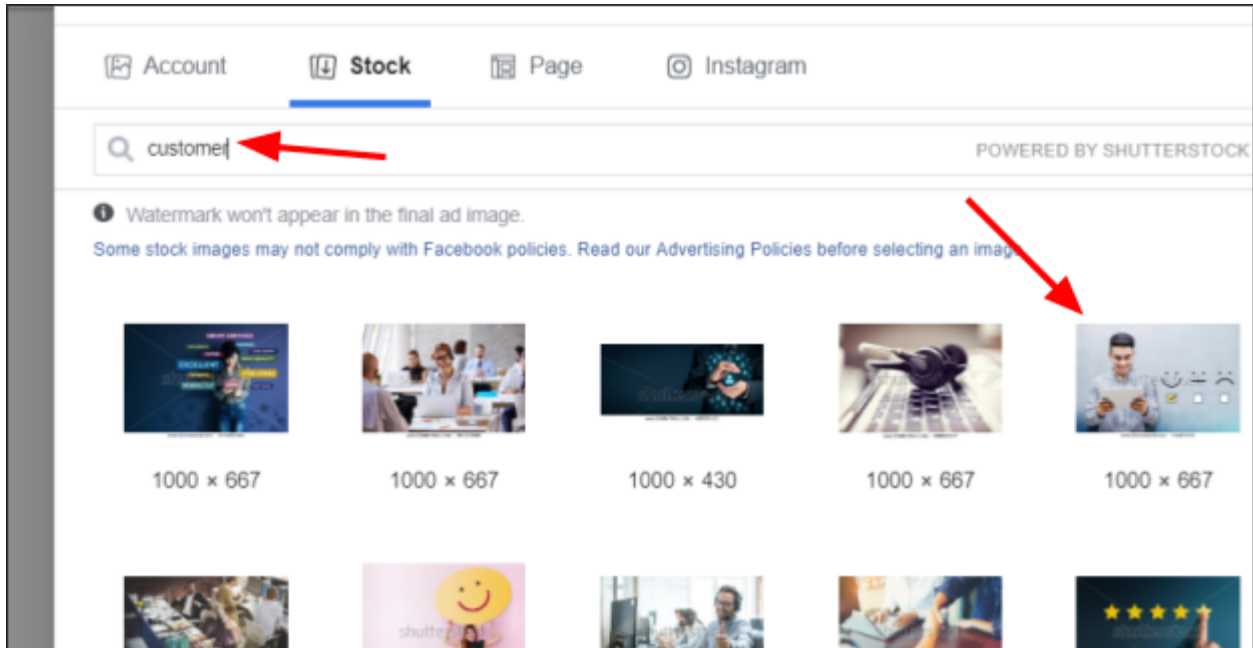


Your client will need to have a privacy policy in place. Don't worry, if their company has a site, they will have a privacy policy. Just input the URL there. If they do not have a website you can go to <https://termsfeed.com> to generate one and host it through them - no site needed.

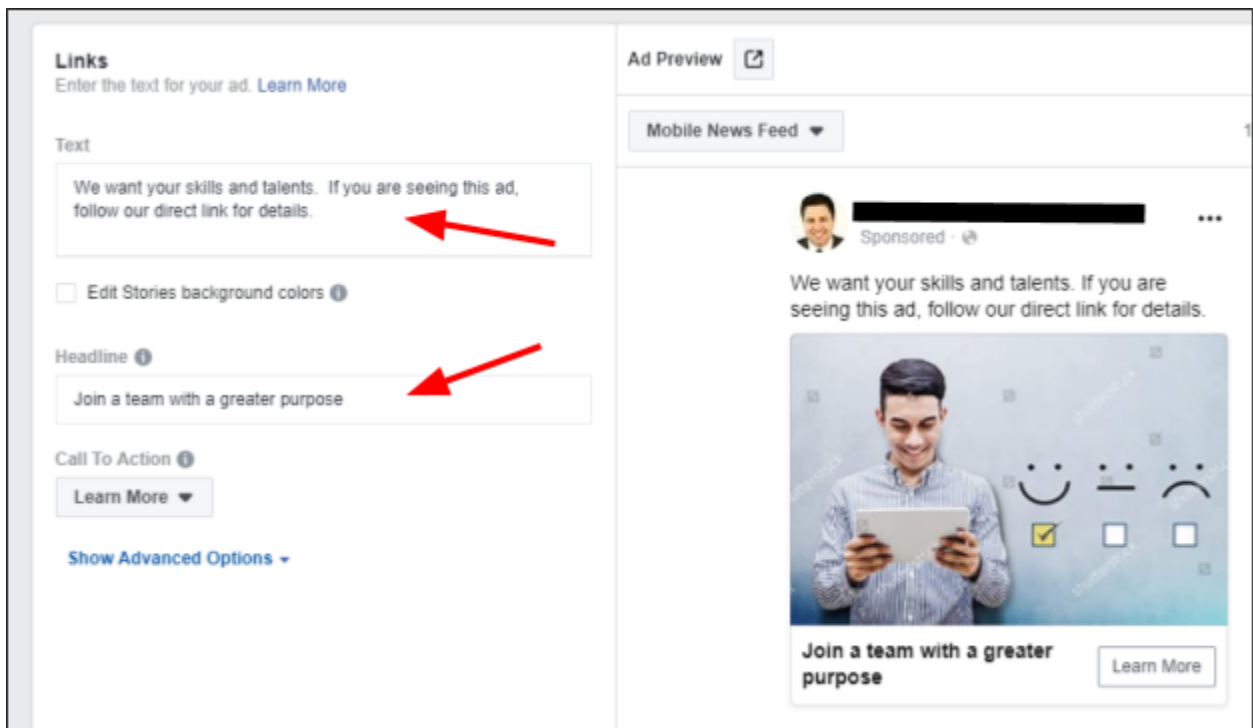
4 - In this step, we will choose a quality image that relates somehow to the industry your client is in. Click on “Free stock images”. A new window will pop up. Inside you will see a collection of quality images supplied by Facebook. In the search field toward the top of that window, type in your client’s industry type or job type.

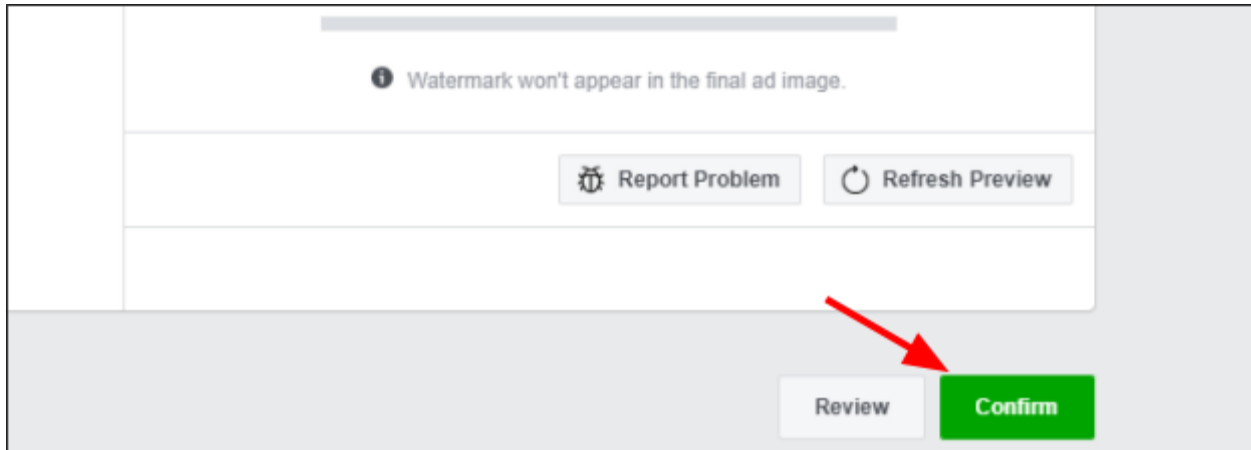
For this example, I will search for images related to “customer service”. Find an image that fits, click it, and move to the next step.





3 - Scroll down to the “links” section and fill in the “text” and “description” fields. Keep this short and direct. The only goal is to get the click - not to convert.





Confirm your ad... and you're done!

8 Approaching businesses that are hiring

Have you ever searched and searched for something you lost, only to later find it right in front of you? This next method is simple yet so profound.

Motivated leads are right in front of you! And they're willing to tell you everything!

Go to any of the job boards mentioned in the intro and search your target niche. What will you find? Business after Business who are going through a key change that will usually cost them... you guessed it... more money the longer it takes to fill any key position.

Here's the kicker. These job posts will even tell you how long the business has been searching for a new employee!

You can easily target businesses that have had trouble filling positions by working backward as I will show you.

8.1 Make Job Boards Your Friend

1 - Go to any employment site. We will use Indeed.com for our example. Type in any desired search term or industry type.

Using an industry name like “dentist” or “lawyer” is self-explanatory, but you can also use specific search terms that are conducive to other future services.

A term like “expanding” could mean the business needs a lot more than just a new employee... opening up the possibility of add-on services like business loan services, a new website for another location, or even marketing services for another city they haven’t approached yet.

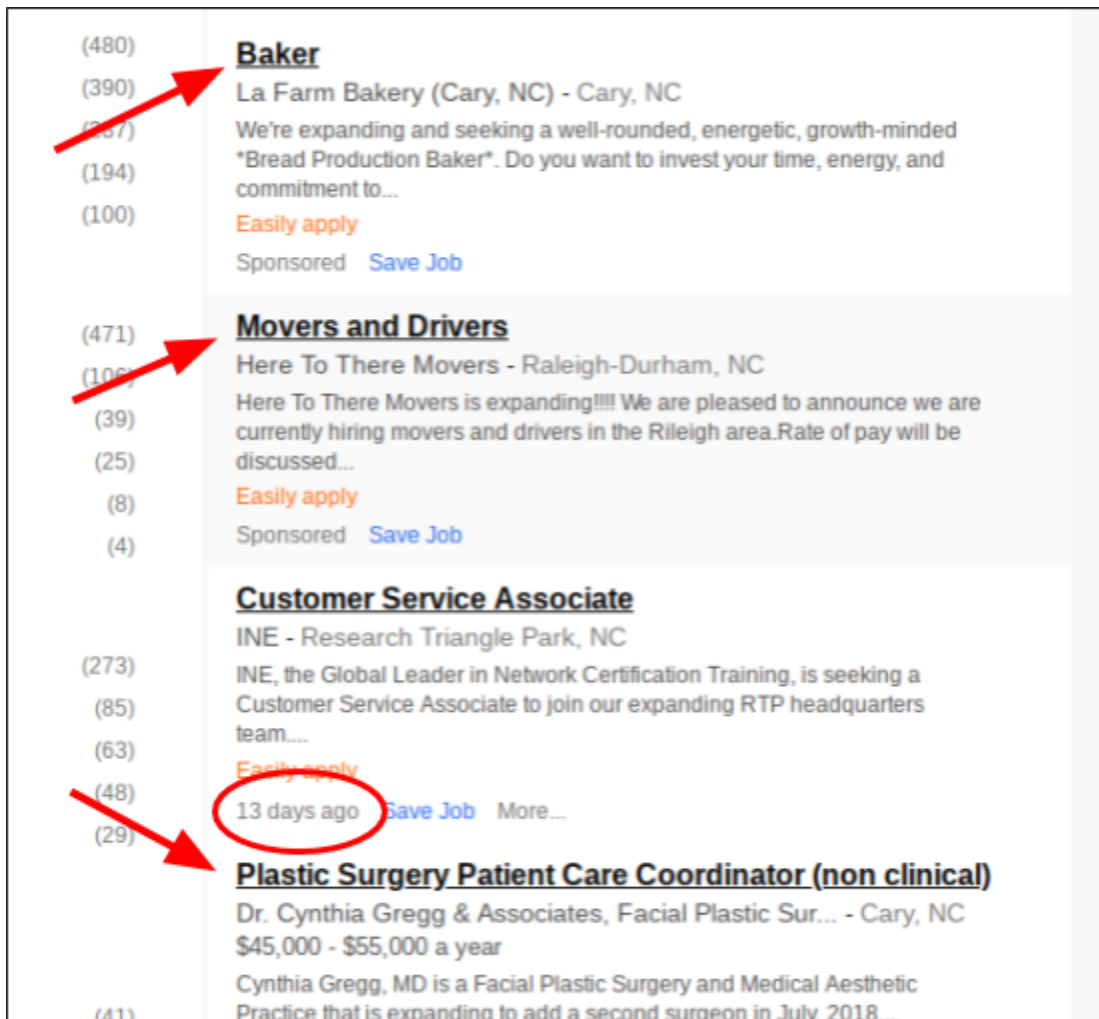
Think about how other terms like “Marketing”, “Lead-generator” and “Social media” can pinpoint business owners who need an array of marketing services that YOU can provide.

For this example, type “expanding” in the search field along with the city and state you are targeting. (You can also use relocating, opening a new location, etc.)

The screenshot shows the Indeed.com search interface. At the top, there are navigation links: "Find Jobs", "Company Reviews", "Find Salaries", "Find Resumes", and "Employers / Post Job". The main search area has a "What" section with the text "expanding" and a "Where" section with "Cary, NC". A magnifying glass icon is next to the search bar. Below the search bar, there is a button that says "Upload your resume - Let employers find you" and a job listing for "Licensed Real Estate Project Manager/Property M" by "Town & Country Realty Inc. Cary NC - Cary, NC 27513".

2 - Next take a look at your results and choose a business you want to approach. In this example, you will see a bakery, a moving company, and a physician. All prime prospects for your service. In addition, if you look toward the bottom of each ad, you will see a number of days displayed. This is the length of time the ads have been up.

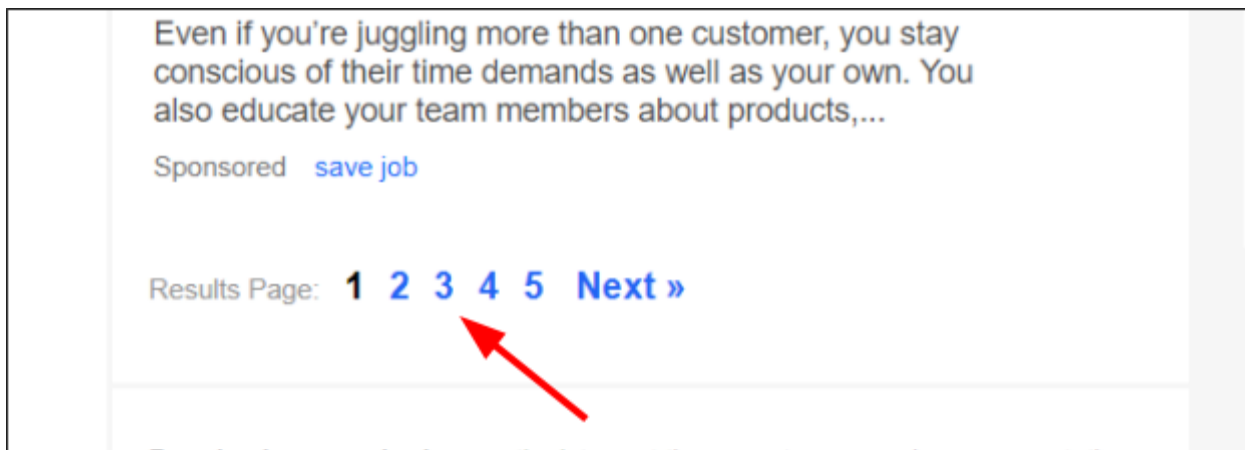
Naturally, the longer the length... the more motivated they will be.



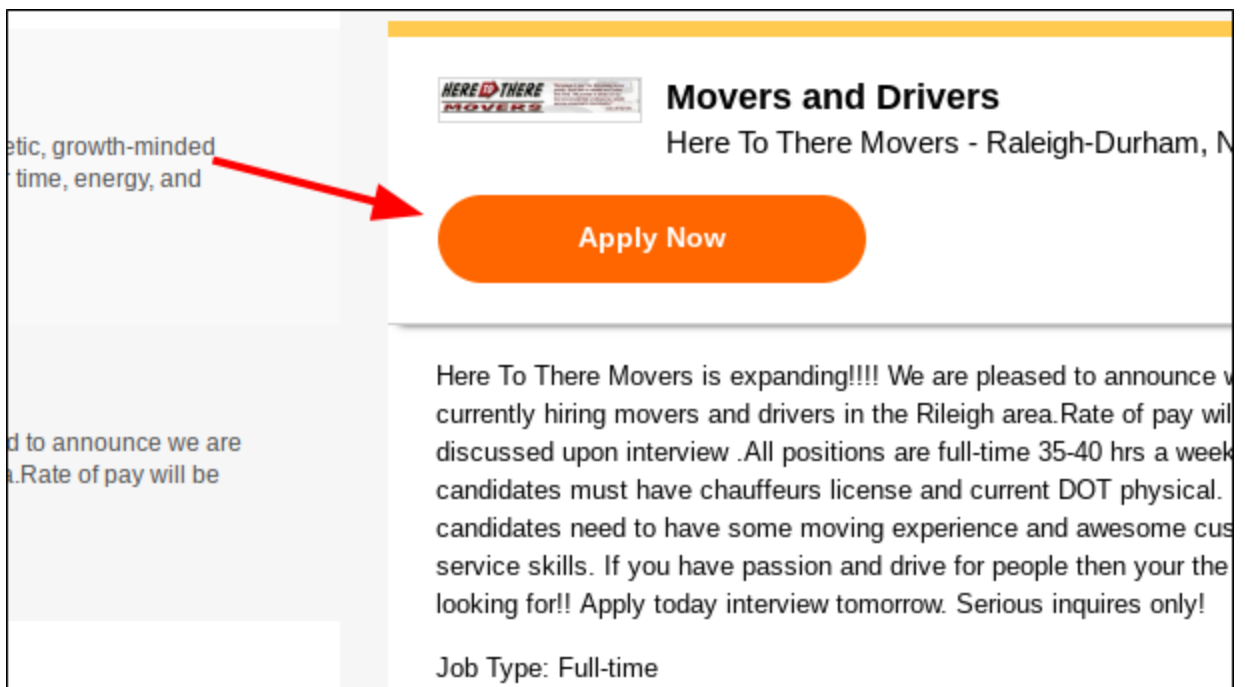
The screenshot displays a list of job advertisements on a job board. Each ad includes a count of views on the left and the job title in bold. Red arrows point to the bottom of each ad, where the duration of the ad is shown. The first ad, 'Baker', has a duration of 13 days ago. The second ad, 'Movers and Drivers', has a duration of 13 days ago. The third ad, 'Customer Service Associate', has a duration of 13 days ago. The fourth ad, 'Plastic Surgery Patient Care Coordinator (non clinical)', has a duration of 13 days ago. The text '13 days ago' is circled in red in the third ad.

Views	Job Title	Duration
(480)	Baker	13 days ago
(390)	La Farm Bakery (Cary, NC) - Cary, NC	13 days ago
(287)	We're expanding and seeking a well-rounded, energetic, growth-minded "Bread Production Baker". Do you want to invest your time, energy, and commitment to...	
(194)	Easily apply	
(100)	Sponsored Save Job	
(471)	Movers and Drivers	13 days ago
(100)	Here To There Movers - Raleigh-Durham, NC	13 days ago
(39)	Here To There Movers is expanding!!!! We are pleased to announce we are currently hiring movers and drivers in the Rileigh area.Rate of pay will be discussed...	
(25)	Easily apply	
(8)	Sponsored Save Job	
(4)		
(273)	Customer Service Associate	13 days ago
(85)	INE - Research Triangle Park, NC	13 days ago
(63)	INE, the Global Leader in Network Certification Training, is seeking a Customer Service Associate to join our expanding RTP headquarters team....	
(48)	Easily apply	
(29)	13 days ago Save Job More...	
(41)	Plastic Surgery Patient Care Coordinator (non clinical)	13 days ago
	Dr. Cynthia Gregg & Associates, Facial Plastic Sur... - Cary, NC	
	\$45,000 - \$55,000 a year	
	Cynthia Gregg, MD is a Facial Plastic Surgery and Medical Aesthetic Practice that is expanding to add a second surgeon in July, 2018....	

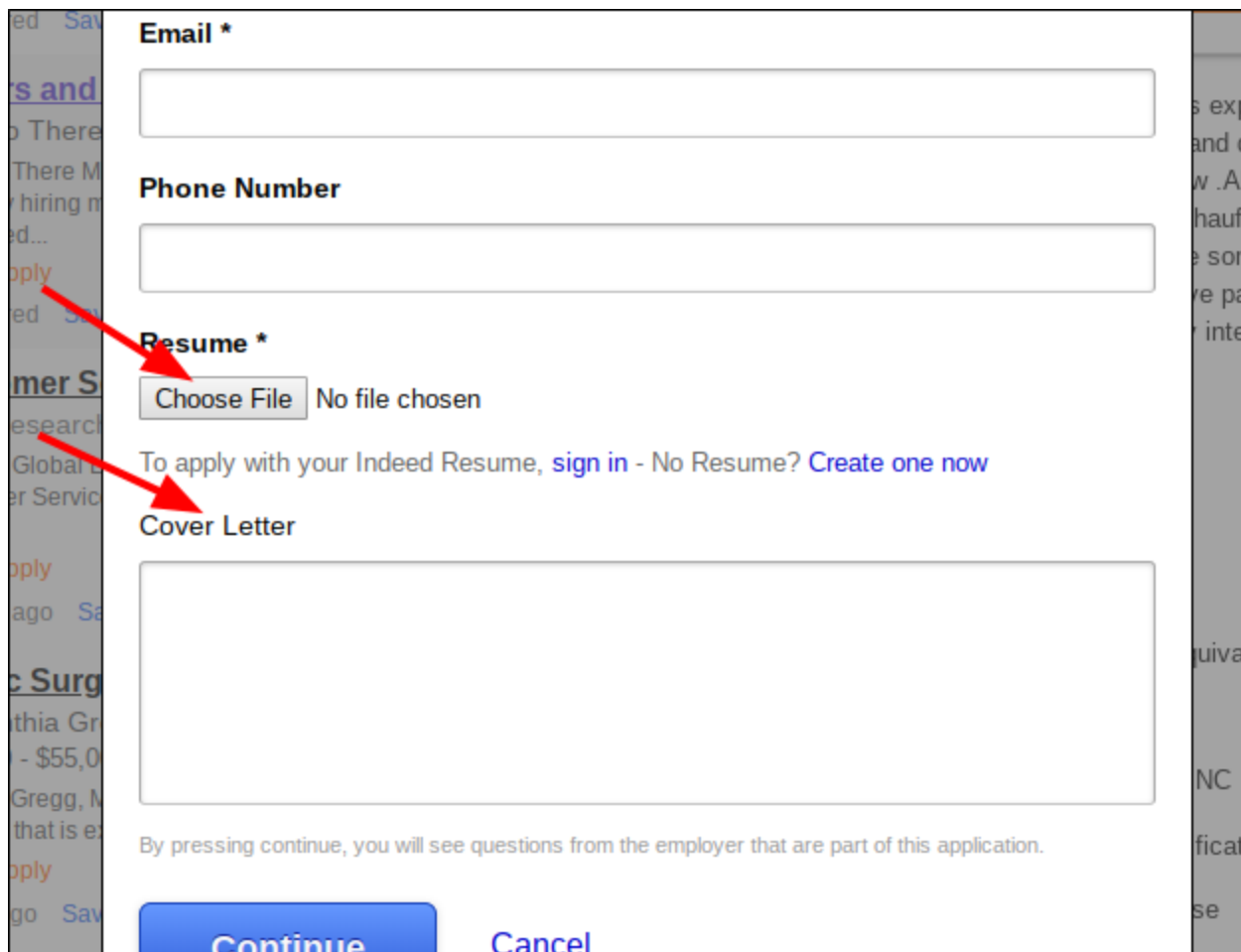
It may be beneficial to work backward by scrolling to the bottom of the results and starting about mid-way through the pages. I've found that going too far will give you a bunch of businesses that have filled the positions but never took the posts down.



3 - Now all you have a couple of choices. You can reach out to them via Indeed's "apply now" button or through their company website. Let's cover contacting them within the job board first. Click on any of the ads that apply and then click "Apply".



4 - Type a compelling but non-salesy message in the “cover page” section that is brief and to-the-point. Short messages like these will get the best results. **Attach a flyer for your service or any other marketing material for your business in the “resume” section.**



The screenshot shows a web form for job applications. It includes fields for Email, Phone Number, Resume, and Cover Letter. A red arrow points to the 'Resume' section, which contains a 'Choose File' button and the text 'No file chosen'. Another red arrow points to the 'Cover Letter' section, which is a large text area. Below the form, there is a blue 'Continue' button and a blue 'Cancel' link. A disclaimer at the bottom reads: 'By pressing continue, you will see questions from the employer that are part of this application.'

A word of Caution - You must be very non-salesy. Just provide the info in a pleasant way. Make it short and courteous. Indeed may flag you if you get complaints. You can always just create a new account, but why bother with the hassle. If you want to avoid this challenge you can research the business’s website for an email address alternative.

Apply these same ideas to other sites like Craigslist by copy and pasting your message for optimum results.

Your other option: And I would recommend this to avoid having to create new accounts as a result of the occasion your account is shut down. Simply find your prospect on the job board site, google the prospective client's company and find their website.

Go to their "contact us" page and let them know you saw their job opening on Indeed. This will take more time, but can easily and inexpensively be outsourced.

8.2 Cold-emailing new businesses

There are several ways to do this which includes cold calling, door knocking, or emailing. For the motivated leads that we just covered, I would recommend just emailing them.

Remember, if they've been looking to fill a position for a while, they're motivated. And your email won't really be 'cold'.

Use the following swipe for your emails or contacting potential clients through their website contact page.

Swipe 1:

Hello [business owner's first name]?

I hope I have the right person.

I just wanted to talk about your job opening, [List job description]

*Kindly,
[Your name]*

The above swipe is short, I know, but it's done for a reason. Most likely, the person on the other end will shake their head thinking to themselves "of course, I am the right person"... "silly question"...

But that's ok. Your only goal is for a reply. Remember, **if they reply... they will reply again at least one time. That's all you need.**

In your second email, in response to their reply, you can now give a partial pitch and almost always experience a high response rate.

2nd Swipe:

Awesome! I know you were probably not expecting this.

This is _____[Your Name]_____ Hi, _____[Their first name]_____.

I'm own _____[Your Company]_____ . I noticed your job ad has been online for X days.

We're testing a new program that's been very successful in other areas of the country for obtaining higher quality candidates for certain job openings.

I was wondering if you'd be open to see if your company qualifies.

Let me know what you think.

Kindly,

[sign off]

3rd Swipe:

That's great.

It would be beneficial to schedule a time to explain how this program has been so successful helping business owners avoid the frustration of job board sites, unfruitful interviews, and wasted time & money.

I typically conduct business screenings on Tuesdays and Thursdays at 3 pm. What day works best for you?

Kindly,

[Sign off]

Bear in mind, these swipes are specifically designed to get positive responses. In swipe #2 notice we didn't just say "this is a NEW program"..

We pointed out the fact that the program IS new to their area, but has WORKED WELL in other areas.

Also we "take it away" by using terms "if your company qualifies..." and "conduct business screenings..."

By "taking it away" we keep posture in the conversation and stand out by not begging or selling to get their business.

Even though these prospects are more motivated than most, it's important to know that **it is still, in fact, a numbers game.**

Set aside some time 3-4 days per week to email 15 businesses each day.

And don't waver. You should get responses right away, but if appointments don't come - keep at it. Mail the next week... and the next.

Either immediately or eventually, with consistency, you will get a healthy flow of potential clients in your inbox.

8.3 The 'Reverse Recruiting' Method for Your Own Business

What better way than to put your money where your mouth is and use the same technique to attract local clients for YOUR service.

Since you've been through the steps involved with delivering the service and you now know how simple it is to target qualified and motivated applicants for your clients...

...it may be encouraging to know that the exact premise can be used to have prospective clients coming to YOU!

This section will be short and to the point because the steps you will take to accomplish your goal are the same exact steps we covered in section 7...

... with only 1 adjustment in targeting.

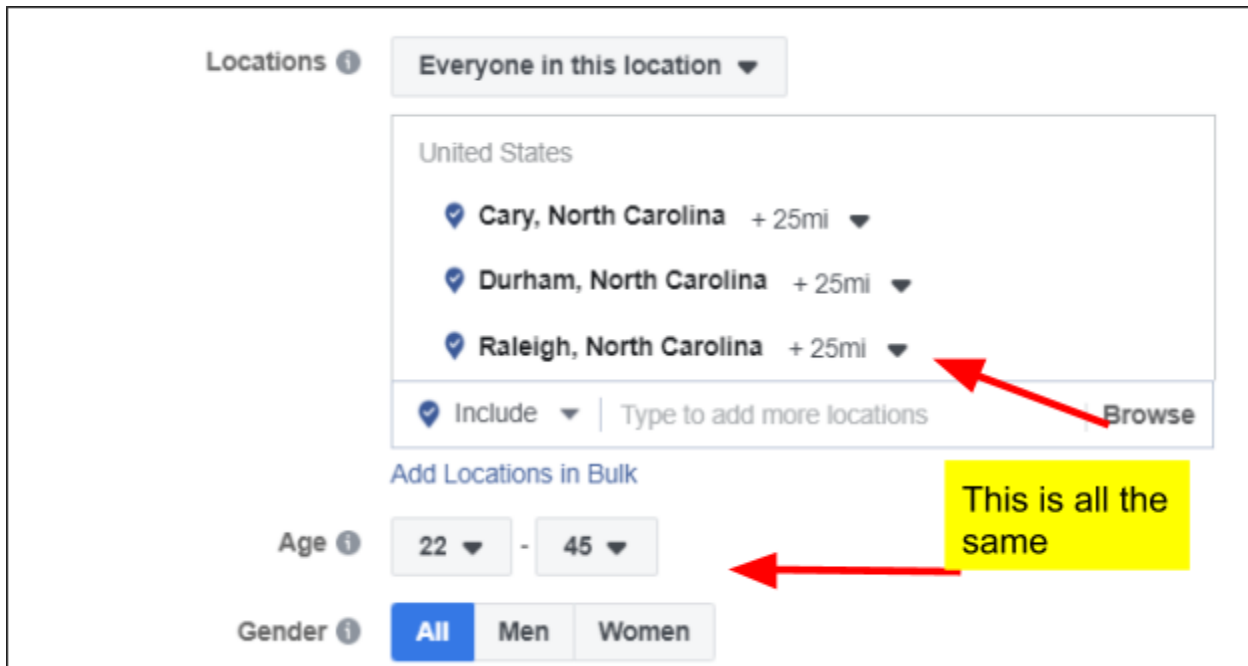
So... here we go...

1 - Follow the same steps in section 7.

2 - Change one aspect of your targeting.

- a. This is the only change. Target business owners, branch managers, office managers.

- b. As before, Target users who are interested in Indeed.com, Monster.com, and Careerbuilder.

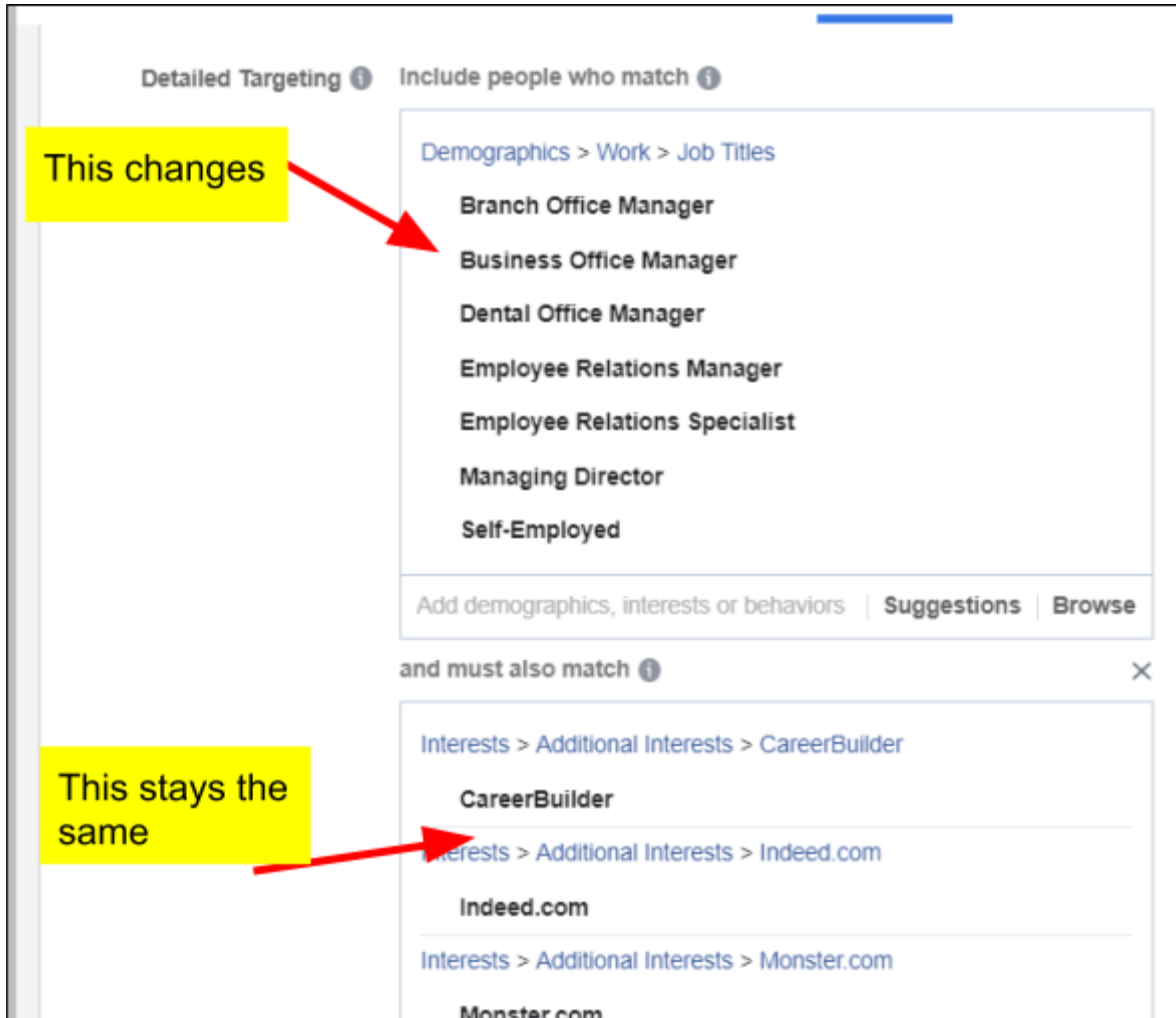


The screenshot shows a targeting interface with the following elements:

- Locations:** A dropdown menu set to "Everyone in this location". Below it, a list of locations in the United States is shown: Cary, North Carolina (+25mi), Durham, North Carolina (+25mi), and Raleigh, North Carolina (+25mi). A red arrow points from a yellow box to the Raleigh location.
- Age:** A range filter set to 22 - 45. A red arrow points from the yellow box to this filter.
- Gender:** Three buttons: "All" (selected), "Men", and "Women".
- Other elements:** "Add Locations in Bulk" link, "Include" dropdown, "Type to add more locations" input, and "Browse" button.

A yellow box with the text "This is all the same" has two red arrows pointing to the Raleigh location and the Age 22-45 filter.

NOTE: If your daily reach estimate is low, you could instead target your entire state. Since this service can be run completely from your home, it is not necessary to target only local businesses.



With this simple adjustment, you can **place your ads directly in front of business owners and hiring directors who are currently seeking new employees** by targeting key prospects who are likely to be in charge of hiring AND who are currently interested in job board sites.

9 The Money

Now that you know how simple it is to enhance your clients' results to find key employees, there's one more piece we can't forget; the money.

How do you get paid? How much do you charge?

Even though this is not a course on how to run a Facebook ads agency, I base pricing around what a consultant typically charges for the whole shabang and I cut it in half.

"Half? You cut it in half?"

Keep in mind, this is not your typical "recurring" service that continues ongoing until the client says stop. (Although repeat business is a reasonable bet.)

But it IS, in my opinion, something even more valuable.

Put on your thinking cap, and consider this. If a company is growing and healthy - naturally, they will be expanding and hiring.

And if they are expanding and continuing to hire, they can justifiably afford your other services.

And if you can prove that you are worth your salt with the results you get for filling their key opening...

... **how eager do you think they will be** bringing you on for additional services like website creation, lead gen, SEO, social media management services, and more?!

You see, my friend, when it comes to foot-in-the-door services... like a well-tailored suit... this one's custom-made.

So with a long term stance on client acquisition, tapering the usual PPC management service fee is an expressway to the future evolvement of your local consulting business and the amount is more than worth your time.

Costs for PPC management can vary from hundreds to thousands per month, but I like to give low estimations so that if you are surprised, it's in a good way.

Considering a small-sized local business with a nominal ad budget of \$500 - \$1000 per month. Generally, they are ready to spend \$500 - \$1500 per month EXTRA on pay-per-click consulting services.

That's \$1250 - \$2500 each month for ad spend and service fees.

In our case, stay in the middle and say, on average, clients will pay \$750 for pay-per-click advertising services.

Your Hiring ad services should be \$375 if you are a new consultant. (about half the average)

As you acquire more clients and your time becomes more in-demand, you can increase your fee to \$500.

As with anything, these numbers are just a guide and will obviously vary based on your market. You're the boss - you make your own decisions.

With an attainable 15 emails at 3-4 days per week consistently, you should eventually get a consistent circulation of clients.

Listen to what's even more exciting. These businesses that hire you...

They'll come back for more.

Let's not forget the statistics from the very beginning of this guide. Even a healthy business that treats their employees well WILL BE HIRING...
throughout the year!

10 Case Study: Heath and Ben

Case study #1: Heath B. From Virginia

Focus: Building his Life Insurance Team of Agents

Heath has an impressive story. It's based on the "cold-market" vs "warm market principle.

The Cold vs Warm market is this:

You see Heath has been in the life insurance field for many years but up until 2 years ago, he never gave building his own agency a thought.

As his sales numbers were the best in his company, the sales flatlined and Heath needed a new challenge. So he decided to recruit.

All of his "guru" mentors told him that the "warm market" was the best and smartest way to grow his team. In other words, the advice that was given... all focused on *contacting friends, family, and work & professional*

acquaintances. But that method wreaked of MLM and he didn't want to be "that guy".

So he decided to use this approach using targeted Facebook ads. Isn't it noteworthy, that so-called "gurus" in any business are often "old-school" in their ways of thinking.

They claim that they are "open-minded" on all subjects but time and time again ***prove that their ego will not warrant new ideas*** that go against their grain. (Even is there are proven results)

So going against what **the "crowd" pushed on him**, he ran his first campaign... and then his second. And today he is still using the same method - WITHOUT nagging his friends and family... without pouncing on acquaintances at parties...

...He had the guts to try HIS way **even if he had to fail until he found a way.**

This basic principle of utilizing something "BIGGER" to target a wider and more specific audience demographic while, yes, paying for the exposure has resulted in the following...

Our last conversation was on 5/15/2019 and he stated:

From less than one year prior, his team went from a one agent operation (himself)... to a 78 agent powerhouse.

In his company, he reached the elite group of “Pinnacle Agents”. A top 1% in his region covering several states and top 5% in the whole company.

His income grew to almost a quarter of a million dollars from an \$85k per year job as just a single agent.

Now he did say that 25% of his team would quite in the first year thus his need to continue recruiting.

Total potential income each year: \$246,000 (According to Heath’s results after year 1 of recruiting)

Case study #2: Ben A. from North Carolina

Focus: Prospecting his warm market

Ben’s story is based on the old Mike Ferry method of “call your brains out...”

Unlike Heath, ben thought he could use this old-school method to grow his insurance agency - but with one twist. He would only call his past clients, friends, and competing agents nationwide.

He focused on dialing a minimum of 250 calls to his sphere of influence each week (or about 50 calls each day). Not a bad idea. Because these calls would include agents from other states and the “follow-up” calls were

included in his 250 goal. If he could do that, he knew his business would take off.

Did it work? Yes - but temporarily. Right away he recruited 8 agents by week two. It was a mix of friends who were sick of their jobs and several other unhappy insurance agents from competing companies.

He was on cloud nine because, in his eyes, he wasn't spending a dime for his efforts. Although he ran out of friends to call, his competing-agent list was bottomless. Week 3 was even better and month two was exceptional for Ben.

Soon after, his beginners excitement died down. Several of his initial recruits "changed their minds"...

But he kept on. For a full year he went through recruiting some quitters and some that actually stuck. In his first calendar year he recruited...

... 36 new agents (very impressive)

... but only 21 stuck with him

... (here's the kicker) **Ben was burnt-out.** He was sick of recruiting, sick of working longer hours recruiting while handling his current book of business, and although he has some results to show for it...

... **to Ben... it wasn't worth it.**

His income result? It grew by almost 50%! But the cost was more expensive in stress level and time... **compared to his “paid-ad” using counterpart, Heath.**

11 Final thoughts

I hope you’ve found this training guide helpful. And it’s just that... a guide.

Use it, but know that this can be adjusted. As you get more experience, you’ll find that the ideas for audiences are never-ending. The ways you can target for your clients with other services are unending.

In addition, the niches this will work for are almost unlimited. Use the same guidelines outlined in this program to go after clients who need your help targeting leads of all types.

You are now equipped to get started. Consider this. We’ve shown you why businesses need this service. Not only do they need better prospective recruits for job openings, but they need an efficient way to avoid the pitfalls they are currently experiencing.

Right now, you have the answer.

So whether you are an advanced marketer, a brand new consultant, or one who has up until now only dreamed of running your own consulting business, the blueprint has been laid out.

Just follow the steps and be determined to finish what you start. Even if you want to leverage your time by investing a small amount, you can outsource much of the process and still make a commendable income.

After all, you need to start somewhere, right? All it takes is that first step whether you do this yourself or outsource it to a partner. And once you start... take that next step and the next...

Have you ever had an idea that seemed to take off? While other attempts to act on past ideas may have taken a nosedive, some of your ideas have taken off. And yes, while it took consistency and work, those certain ideas seemed to ***be a joy... not work.***

You may have thought in the past that the results we've covered are distant dreams that only a few "lucky ones" can reach.

With the highest degree of conviction, I wish I was one-on-one with you to tell you... it's not a distant dream!

You would see and feel how much I believe someone with *discipline* can turn their life around FAST.

Really, 'fast' is not an exaggeration here because I've seen it happen over and over again.

It's now your turn... If YOU can see it, you are halfway there.

Keep going and before you know it you will have your first client... your first campaign... your first paycheck...

To your well-deserved success,

Mike Paul

