

THE **ATTRACTION** BLUEPRINT

5 Proven Steps to
Attract Your Ideal
Team Members



CLIF S. SAVAGE

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“

Break the vicious cycle of reactive recruiting.

Plan your work, work your plan.

”

The Five Step Process - Overview

If you dedicate 1 hour a day for the next 5 days, you can quickly build the strategies to help you:

- Identify the key character traits of the right person for your specific job opening
- Locate every place you can get in front of your ideal candidate to stand out from the crowd
- Compel them to choose you without gimmicks or pressure tactics

Day 1 - CLARIFY

Clarify your ideal candidate's persona.

Day 2 - CONNECT

Connect everywhere they spend their attention.

Day 3 - COMPEL

Compel them to choose you over the competition (without gimmicks).

Day 4 - SCREEN

Screen them to make sure it's a win-win for both of you.

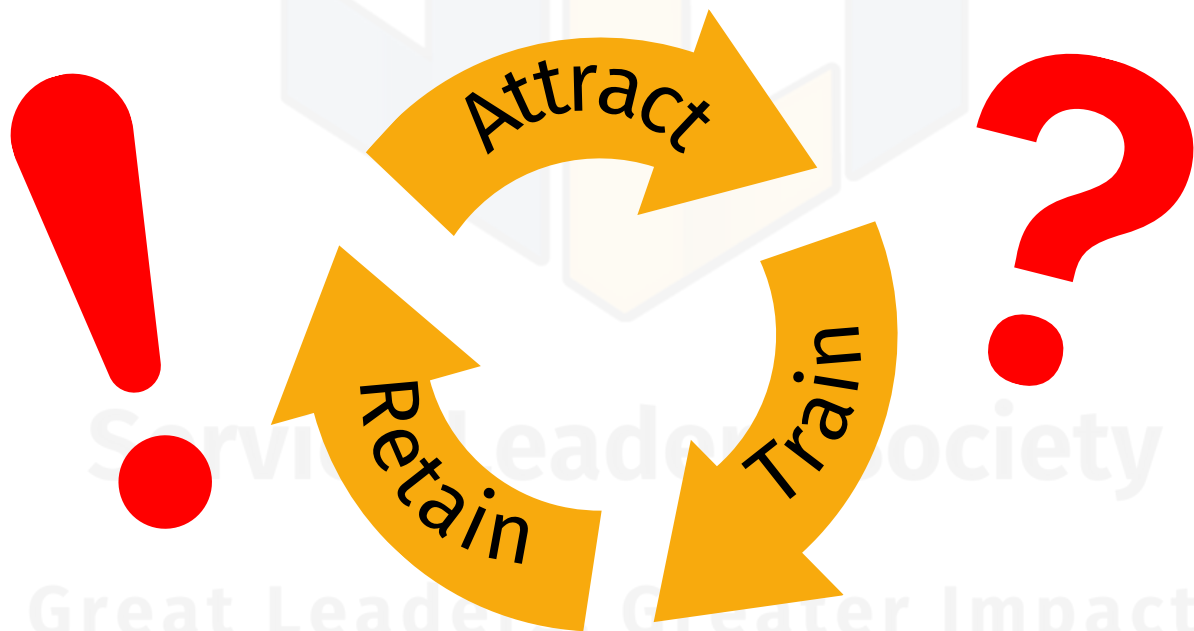
Day 5 - ONBOARD

Onboard your new team member seamlessly to hit the ground running

The Vicious Cycle

In my 15 years of supporting service businesses, I've seen a common theme...The Vicious Cycle:

- You struggle to attract good help...
- because you can't keep good help...
- because you haven't put in the effort to build quality training programs...
- because you're running behind your bad help fixing their messes...
- because you didn't screen them well at all...
- because you hired out of desperation...
- because you are stuck in this vicious cycle.



It's called The Vicious Cycle because you're sucked in until you fix ALL THREE major areas at the same time.

Attracting, training and retaining feed off of each other, for better or worse. Fix your recruiting strategies to attract higher quality team members and get yourself out of this vicious cycle today!

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Clarify your ideal candidate's key character traits

Decoding your typical ideal candidate provides a panoramic view of who your ideal candidate is on a surface level. Consider it the foundation where your recruitment strategy stands. This will help you create job ads and social content that will attract the same type of candidate. This process will also help you refine your employer brand that you want to promote to the public.



Dive deeper by identifying their wants and needs. This is key to captivate and retain top talent. By clarifying your candidates' aspirations, you gain insights into the factors that drive their key decision-making.



What are their career goals? What values do they prioritize in a workplace? How do they navigate challenges, and what environments do they thrive in? Understanding their wants and needs will help you fine tune your recruiting and retention.

Clarify your ideal candidate's key character traits

Here you will list what makes up the best candidate for your job opening.

You can go about this 1 of 2 ways:

1. Pick a top talent currently or previously in your company (***Recommended***)
2. Create one from research and advice from others in similar industries

Basic info of your ideal candidate

Age : _____

Gender: _____

Marital Status: _____

Ethnicity : _____

Primary Language: _____

Current Income: _____

Current Occupation: _____

City, State: _____



Their wants and needs

Mental Attitude: _____

Life Interests: _____

Personal Hobbies: _____

Belief System(s): _____

Sense of belonging: _____

Sense of esteem: _____



* A quick note about demographic data collection:

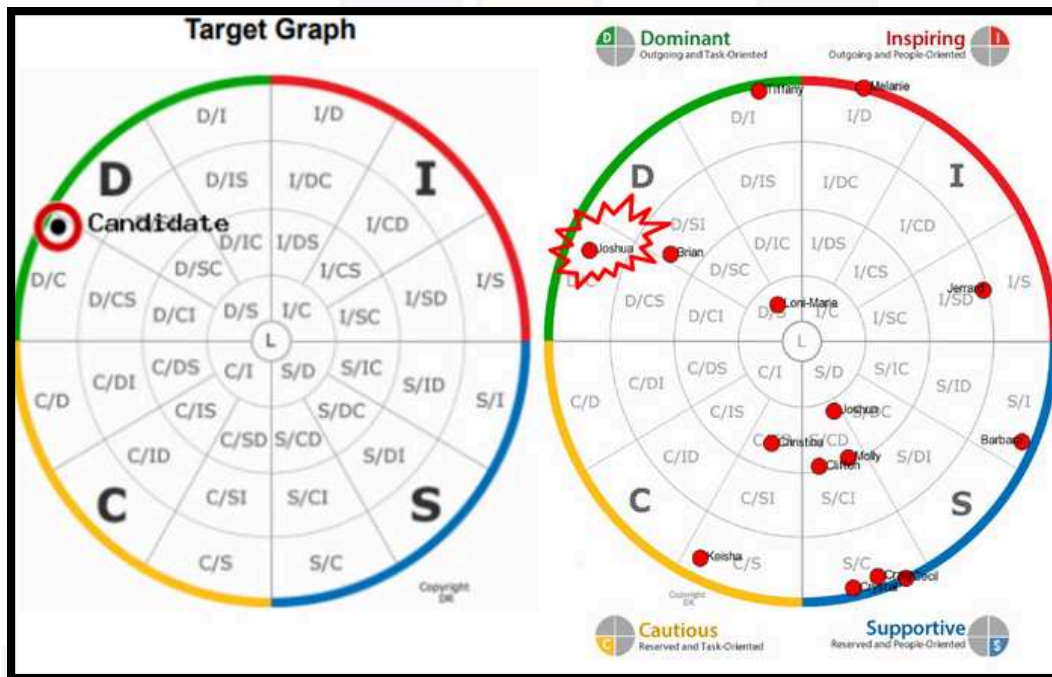
Per the SHRM.org guidelines, "employers may need applicant demographic data to measure the validity of a selection procedure. For example, if an employer implements a pre-employment test that measures typing skills, it is essential to determine if the test is eliminating protected class members at a higher rate than candidates who are not members of a protected class. To measure this impact, it is necessary to collect information on candidates' demographics at the time of application or testing. When done with this goal in mind, and when voluntarily for the applicant, collecting this data pre-hire is permissible." - SHRM.org

Personality assessments

So how do you know whether or not a person is a good fit for your job opening? Let's say your job opening is for someone who answers the phone all day. They take inbound calls from potential clients.

Do you want someone who enjoys talking to people on the phone with a positive and welcoming tone? Or do you want someone who is startled every time the phone rings because they prefer working alone in a quiet environment without disruptions?

With hundreds of reports helping many clients make better hiring decisions I've witnessed the critical benefit of having a personality assessment tool in your arsenal.



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Connect with your candidate everywhere they go

Next we must identify where your ideal candidate searches for jobs and where they spend their time online, both professionally and socially.

Job seekers are diverse, and their preferences for job discovery

platforms vary. Some might prefer traditional job boards, while others might use social networks to look for new jobs. By clearly identifying what platforms your candidate uses, this

helps you position yourself in front of your ideal candidate more often to become well-known by them during their search.



Nowadays, job seekers are not confined to job-search-centric platforms alone. A critical area of untapped potential is identifying where your candidate spends their time while socializing online and in-person.

From the apps they engage with, to the social media platforms where they share their experiences, every digital footprint is a potential touchpoint for you to put yourself in-front of your candidates.

Connect with your candidate everywhere they go

Where does your ideal candidate spend their time and attention? We will want to figure this out so we can use our time wisely.

You will write 2 separate answers:

1. Identify what sites they use to search for new job openings
2. Identify where they go to live socially online and in-person

Your candidate's job searching tools

Job sites: _____

Search engines: _____

Colleagues: _____

Friends and Family: _____

Social Platforms: _____

Groups/Forums: _____

News Publications: _____

Recruiters: _____



The places your candidate socializes

Social Media: _____

TV Channels: _____

Radio Channels: _____

YouTube Channels: _____

Recreations: _____

Local Shops: _____

Local Events: _____



Applicant tracking system

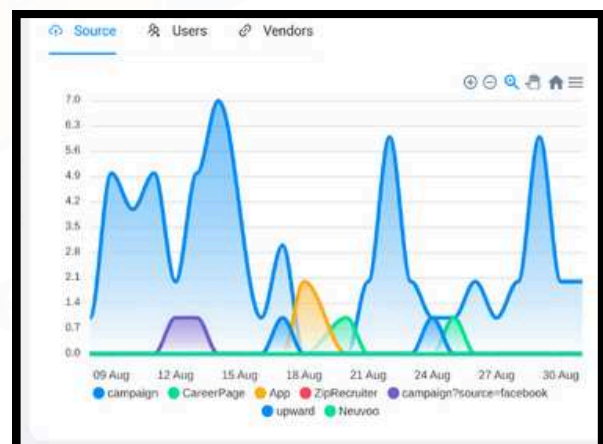
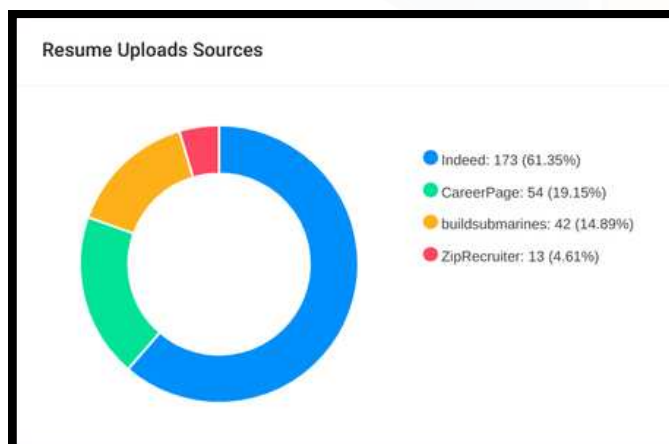
Ever feverishly put out a job ad on Indeed only to have the applications get buried in your Admin's inbox?

Or maybe you've always found dozens of applicants on Craigslist, but they never show up for the face-to-face interview?

How would you know whether a certain job board or advertising channel is working well for a particular job opening?

How can one platform differ from an entry-level job ad to a mid-level or upper management ad?

That's where an Applicant Tracking System that helps you share job openings, sort and rate applicants, and quickly measure which platform is more fruitful than the others. Learn more at the link below.



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Compel your ideal candidate to choose you

Now let's identify their unique frustrations or fears at their current job. Then we will showcase how our company eliminates those problems.

Everyone grapples with frustrations and fears in their current employment. These challenges range from stagnant career growth and uninspiring company culture to limited opportunities for skill development. You want to know how to speak directly to their biggest pain or fears.



Next you need to paint the picture of how your company serves as the antidote to these pain points.

Boasting about paid-time-off or bonuses is just white noise because everyone does that.

Tailor your message to resonate with the specific concerns of your ideal candidate. The art of hyperpersonalized outbound recruiting lies in crafting a narrative that not only addresses these concerns but does so in a way that makes candidates envision your company as the solution to their struggles.

Compel your ideal candidate to choose you

To compel your ideal candidate you need to speak to their current pain and paint a picture on how you will fix that and more (truthfully).

1. Identify their frustrations or fears at their current employer
2. Clearly illustrate how your company will take better care of them*

**(Hint it's not just \$\$\$ and you HAVE to fulfill these promises!)*

What does your candidate dislike at their current employer?

Work Hours: _____

Wage Expectations: _____

Training: _____

Leadership: _____

Clients: _____

Team Members: _____

Growth Potential: _____

Job Security: _____



Why would your candidate choose to work for you?

Work Hours: _____

Wage Expectations: _____

Training: _____

Leadership: _____

Clients: _____

Team Members: _____

Growth Potential: _____

Job Security: _____




Personalized job descriptions that sort for you


Imagine if by the way you write your job description you scare off the unqualified and misfits and magnetize those who feel THIS is the chance of a lifetime, or this is their calling (or simply their happy place).

A compelling job description will speak to your ideal candidate!


Job Description Do's & Don'ts

 Don't make it about you


We are currently looking to hire an experienced Technician. This position will require strong leadership skills while managing a team of installers and apprentices.

 Don't list their to do's first


As a lead technician, you will be responsible for you and your team's understanding and proper navigation of the project, use and installation methods outlined, the ability to layout daily tasks in order to complete projects on time, manage your team's attendance, and to continually motivate your team as well as providing the knowledge to facilitate growth and advancement in a productive environment.

 Make it about them

Are you seeking the opportunity to lead a team and navigate the ups and downs of big projects?

 Paint a picture

If you thrive in an environment where being a results-oriented problem-solver is not only required, but rewarded, then you should apply today!

 Highlight the opportunities

Your exceptional organizational skills, attention to detail, and ability to effectively communicate with stakeholders will be crucial in ensuring the successful completion of projects on time and within budget.

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Verify your candidate is a good fit

There is power in phone screenings because they allow you to uncover the candidate's communication style, enthusiasm, and cultural fit before ever setting foot in your company. Being armed with targeted questions ensures your first interaction sets the stage for a more meaningful understanding of each other.

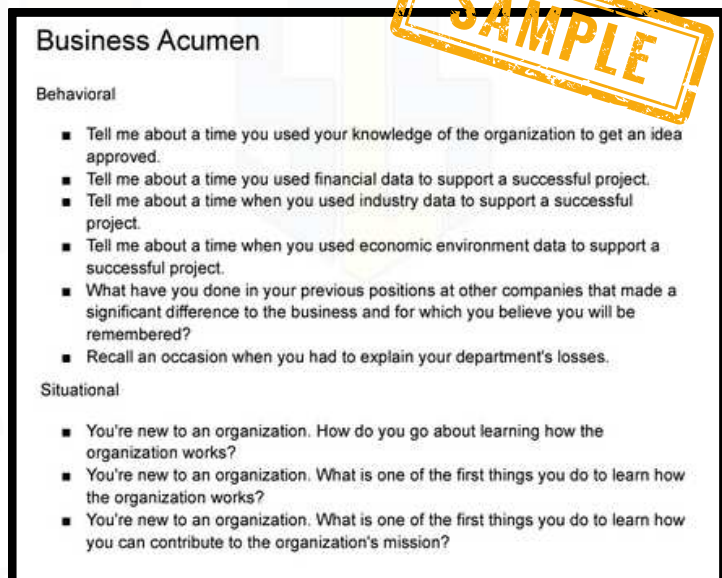
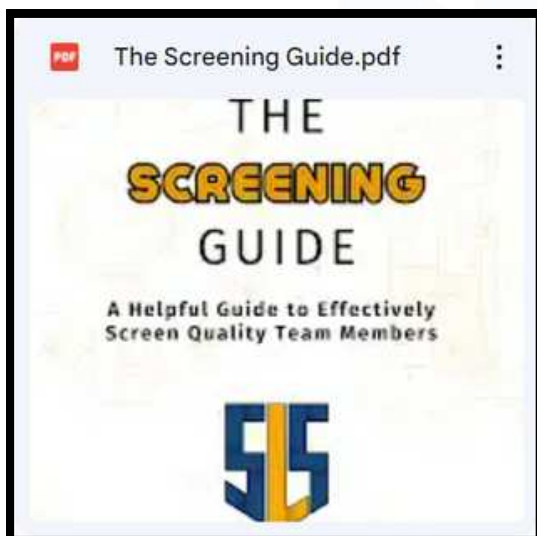


Face-to-face assessments enable you to build a genuine connection with the candidate. Here you will ask probing questions that get the candidate beyond rehearsed responses and into a deeper understanding of their problem-solving abilities, interpersonal skills, and overall fit with your team.

The Screening Guide

Screening questions are strategically placed on the application, during phone screening and face-to-face interviews, all to help clarify to your candidate and your company that this is the best fit for everyone.

We created a guide using HR-approved resources, like SHRM.org, to ensure you're asking the right questions at the right time.



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Verify your candidate is a good fit

Select the questions you believe would be most appropriate for:

1. Verifying an applicants basic fit on the phone.
2. Determine the long-term potential of an applicant during the face-to-face interview(s).

Phone screening questions*

Opener: _____

Ice breaker: _____

Communication: _____

Evaluation Skills: _____

Flexibility: _____

Learning Orientation: _____

Closing: _____



*Aside from asking the application and job-related questions, include your swipe file suggestions here to help dig deeper during the phone interview. You don't want to waste your time or the applicants time if its not a good fit so dig deep on the phone.

Face-to-face interview

Openers: _____

Business Acumen: _____

Ethics: _____

Leadership: _____

Relationships: _____

Stress: _____

Closing: _____



Keys to successful onboarding

A planned and seamless onboarding experience is key to retaining your new hire well past their first 90 days. This ensures your new hire understands their role and can excel in it from day one.

Consider this: A new team member eager to make an impact finds themselves without a clear idea of where they fit into the company or their with their new team. Productivity suffers, frustrations mount, and the risk of them leaving your company within the first few days skyrockets.



In contrast, a thoroughly crafted onboarding communicates professionalism, invests in your employees' success, and mitigates the uncertainty that often leads to early departures.

Sadly, most companies fail here so their new hire, team and company suffer.

Onboarding checklist

Below are the top 10 resources that you need to help create a meaningful onboarding experience.

Company Introduction Presentation: _____

New Hire Orientation Timeline: _____

Point of Contacts and Mentor Program: _____

Job Position Introduction Presentation: _____

Industry Introduction Presentation: _____

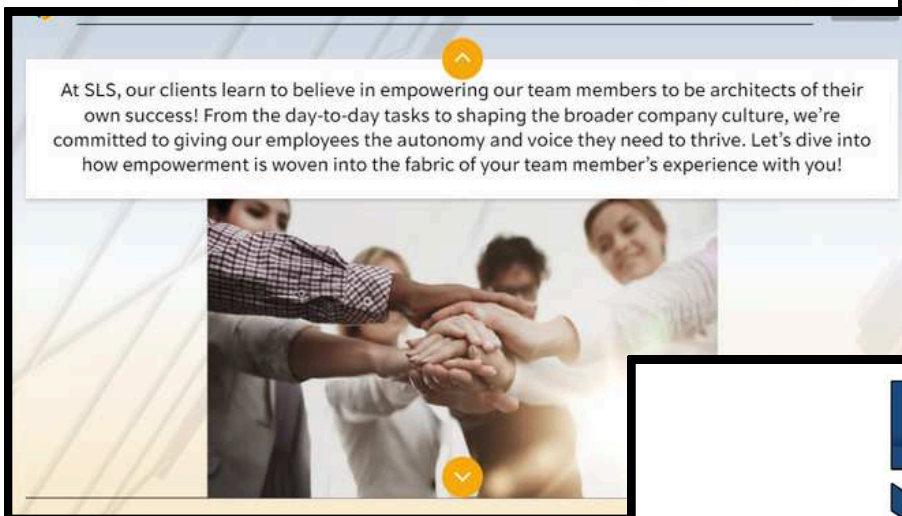
Employee Handbook: _____

Introduction of Company Policies: _____

Career Path Introduction: _____

Job Skills Training Introduction: _____

Personal Development Training Intro: _____



Deliverable & Performance Metric	Score (1-5)
• Authority and Responsibility: Monitor key accounts ensuring accuracy of these accounts at all times.	
• Duties and Tasks: Maintains a harmonious relationship with key account representatives.	
• Works with key account representatives to clear any discrepancies.	
• Reconciles key accounts monthly statements ensuring positions made throughout the month are correctly listed and ensures that all payments made are properly credited on the monthly statement.	
• Works with Accounts Payable personnel to ensure that payments made to vendors are made in a timely and accurate manner.	
• Maintains accounts in a manner that prevents the company from being put on hold due to late payment to vendors.	
• Works with accounts payable personnel to maximize positive cash flow from vendors in order to take maximum advantage of all	



Take Action! 00

Congratulations, you made it!

This is the same process that I've used to help dozens of companies attract their ideal team members (including 2 of my own companies).

If you dedicate 1 hour a day for the next 5 days, you can implement these strategies to help you attract your ideal team members in your business too.



Take Action! 00

If you want more help contact me!

If any of this feels overwhelming for you or you just don't have the time or ability to do this yourself, then book a call with me.

I would be happy to walk you through this guide and show you how we can set all of this up for you in less than 30 business days.

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Service Leaders Society

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