

# FASTEST WAY TO RECRUITING SUCCESS:

swipe

# KNOW YOUR “AVATAR”

What makes them a “fit” for your team? What are their past experiences, core values and why?

# SOME EXAMPLES

- X Minimum Production
- X Number of Years in the Industry
- No more than X employers in the past X years
- Values integrity
- Values hard work
- Values coaching
- Values loyalty

# FIND YOUR AVATAR'S

- Cell phone
- Email
- Facebook URL
- LinkedIn URL
- Instagram URL
- Twitter URL
- TikTok URL

# BE ACTIVE ON SOCIAL MEDIA

- Humanize yourself by posting/sharing more than business
- Externalize your best ideas
- Discuss your core values
- Show how you are living them out
- Be polarizing by saying what you believe
- Consistency matters

**BE INTENTIONAL  
AROUND FIRST  
CONTACT WITH  
YOUR RECRUITS!**

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# WAYS TO BE INTENTIONAL

- Warm up calls with social engagement
- Lead with affirmation in any connection or conversation
- Have a great script but sound conversational
- Invite into a non-recruiting conversation

# HAVE A FOREVER FOLLOW-UP PLAN

- Text contact info with a thank you immediately
- Connect on FB/IG/LI
- Establish you are a person of value by sending something valuable
- Bring value every month forever
- Invite into a non-recruiting conversation



# KEEP RECRUITING SIMPLE

The key is keeping your system sustainable.

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YOUR TURN.  
COMMENT WITH  
YOUR THOUGHTS!

FOLLOW FOR MORE // @THATRICHARDMILLIGAN

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