

Lawn & Landscape Business Owner's Guide to The New Rules for Finding, Recruiting, & Hiring Super Star Employees *by Tony Bass*

Avoid The 5 Biggest Hiring Mistakes Employers Make

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1. Advertising for EXPERIENCE.
 2. Hiring FRIENDS and FAMILY MEMBERS without an ESCAPE PLAN.
 3. Failure to build an AVATAR.
 4. Failure to treat recruiting as a MARKETING and PURCHASING function.
 5. Failure to hire ROBOTS or adopt AUTOMATION in your business.



10 Ways To BUILD YOUR AVATAR.

1. AGE
2. ZIP CODE
3. EDUCATION
4. GENDER
5. INTERESTS
6. GROUPS
7. SCHOOL
8. CURRENT EMPLOYER
9. PAST EMPLOYER
10. FRIENDS

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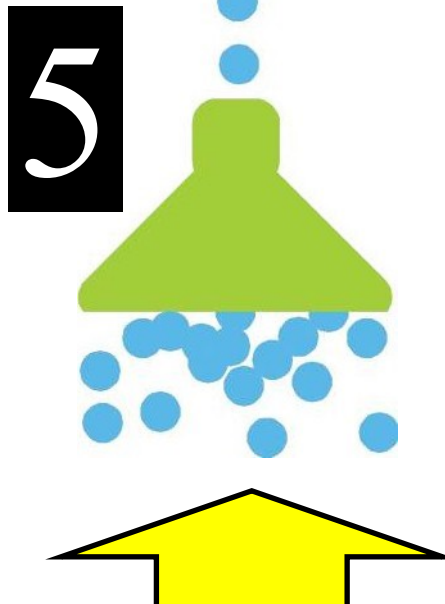
14 FREE Ways To ATTRACT EMPLOYEES.

1. AVATAR
2. Post Internal
3. Post front door
4. Post on street
5. Dept of Labor
6. 2 Year College
7. 4 Year College
8. Tech School*
9. Social Media
10. Co. Website
11. Co. Trucks
12. Co. Newsletter
13. Craigs List
14. Easy to Apply*

HIRE A WINNER!

**SIFT
SORT
SELECT**

1. Application hurdle
2. Pre-employ test
3. Phone interview script



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