

2017-02-24 13.03 The Automatic Hiring Machine - Part 1



Tony: Welcome, welcome, welcome, everybody. This is Tony Bass. And you have arrived. Here we are: The Super Lawn Toolkit. It's a Friday afternoon where I'm at and it's an absolutely gorgeous Friday afternoon. 82 degrees in Central Georgia where I'm at, you think it's summertime already. Spring is springing all around us. The anticipation of the new season, I can just feel it dancing in the air and we're here at the broadcasting from the Super Lawn Technologies World headquarters in Fort Valley, Georgia.

I'm glad that you joined me today. I am Tony Bass and you have arrived. This is the Super Lawn Toolkit.

Super Lawn Toolkit *Member Meeting* **Marketing & Management Success Strategies**

Tony Bass
BSA - UGA



And this is one of our member meetings, this is where we teach marketing and management success strategies and, boy, I just can't wait to share the information I've got in hand for you today, because it is going to be timely, it's going to be helpful, and it's going to give you some strategies that you may have been unaware of or not ever considered for your company before. So hang on here.

Purpose of your business?

"The purpose of business is to create and keep a customer.....

while making a desired profit."

Tony Bass



Before we get started with today's material I have to remind you about the purpose of your business! This idea called your business. Well, the purpose of that business is to create and to keep a customer... while making a desired profit. And it is absolutely your fiduciary responsibility as the owner or the leader in your company to make a profit. It is not a bad word. It is a necessary by product of good, honest, hard work. Never forget this!

Agenda

- Getting the Most You Can - Webinar Best Practices
- Private Calls – Use my online robotic secretary Ms. Dependable at – www.superlawntoolkit.com/meet30
- Today's Topic: Finding Employees – Case Study
- Profit Builder Training – March 3-5
- www.superlawntoolkit.com/profit-builder
- **Watch the Video to Learn 3 Dangerous Trends All Landscape Business Owners Need To Know About Before Pricing Jobs**
- Your comments & questions



Now here's today's agenda, here's what we're going to be talking about. First a couple of housekeeping chores. To begin with the best practices for joining us here on the webinars is to make sure that you have a microphone and of course speakers so you can hear, but a microphone so we can talk with you.

If you have a webcam, well, that's cool too because we can bring you in and others can actually see you joining the conversation from time to time. And I hope that you will give me feedback.

Also please remember that any time during today's broadcast, you can put in your questions in the Q&A box. If you will submit questions we will stay on the air as long as required to get your questions answered here live and deliver that information back to you.

Also please, please, please keep in mind that if you ever miss, which you should never miss, but if you do miss one of our Friday membership calls that you will get access to the recording usually within 24 hours of the completion of the broadcast. It takes us a little time to process the recordings, get them uploaded online and into the membership area...but you will get access to recordings.

So if you'll remember those things, then you'll always get the most out of your membership and the education opportunities that you have.

Next if you're in the gold level of membership or higher, please remember that the private calls are available to you to help you work ON your business and coach you through some of the more challenging obstacles that you face in your company.

Use my online robotic secretary, I call her Ms. Dependable, she works 24 hours a day, seven days a week, she never calls in sick. If she ever makes a mistake it's usually my fault not hers or perhaps one of the humans around me. The robot very seldom ever has made a mistake. She works for less than a hundred bucks a year, ***that's why I love her.***

Now today's topics you're going to have a ball with this, and I just ... I just can't wait to share this data. I call it the finding-employees case study, one of the most up-to-date to the minute reports

that I've ever provided to our members here. ***Editors Note: (Today we call this The Automatic Hiring Machine!)***

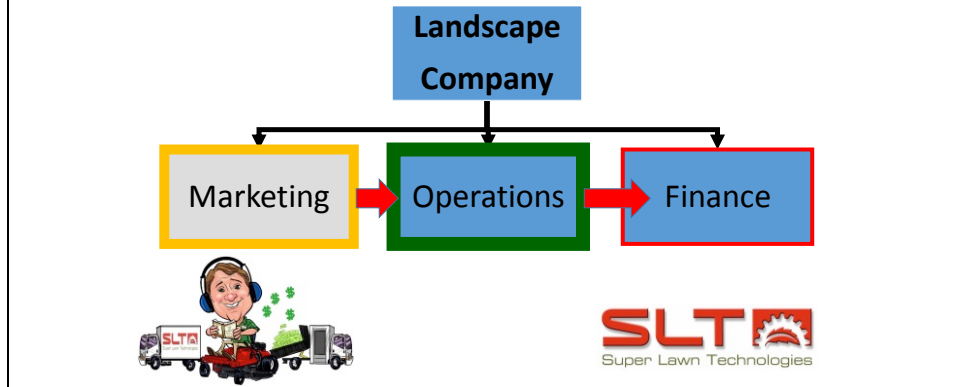
And so if you'll just hang on here for just a couple of minutes we're going to get right into that material. Before we get into that material I have to remind you that the next profit builder training event is scheduled for March 3, 4, and 5. We'll be holding this in Atlanta, Georgia. And if you'd like to get signed up to attend the next profit builder workshop.

Now this is where we sit down and we figure your company's operating budget for the next year, and we arrive at a pricing model for your company for the next year, and we establish some lifelong goals about your retirement, how much money you're going to have to have saved up to actually be able to exit your business one day, and we're going to talk about the management strategies and the employee management systems that you need to make your company work better and faster and cheaper over time.

And if you haven't checked out the video that I released not too long ago, it's the three dangerous trends that all landscaping business owners need to know about before they price your jobs ... before pricing your jobs in this upcoming year, because there is some absolute definite changes that are going on in the marketplace. And you need to know about them, you need to be aware of them, and your pricing must be adjusted to reflect those changes.

Now having said those things, let's get into today's material. Now don't forget we will stay on the air answering your questions or listening to your comments today as much as we need to, to make sure that you get anything that you have on your plate at your company answered today. So stick with me as we begin to go through today's material, all right? We'll have some fun and we'll also get some education along the way.

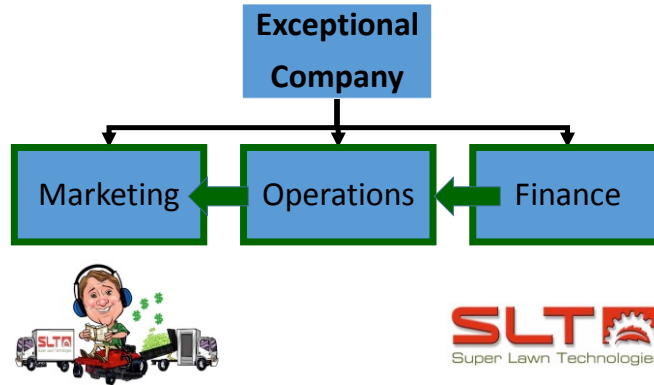
Study of Business Success 3 Functions in Business



Now I review, I always like to start with a review. The only way we learn my friends is through repetition, whether that means listening, seeing, or listening and seeing and doing, learning through repetition is the way you develop a mastery level skill set, okay?

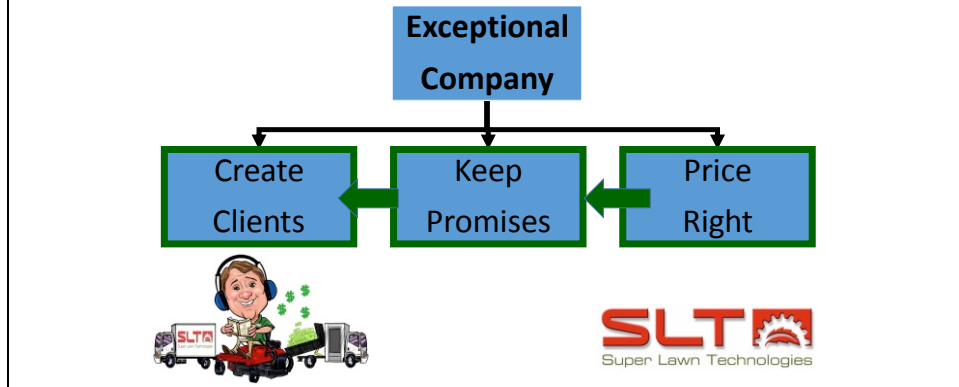
So you got this idea about a landscaping company. You started this business. And there are three functions that you will always be involved with inside your company. And those three functions are marketing, operations and finance.

Adjust Your Focus = More Profit Set Priorities – Follow the Formula



And what we teach in the Super Lawn Toolkit training program is that in order to build a wildly profitable, exceptional company, you've got to change your focus, and when you change your focus to make number one, the priority, of getting your finances (money) in order. Your operations and your marketing will soon get better.

More Profit Simplified

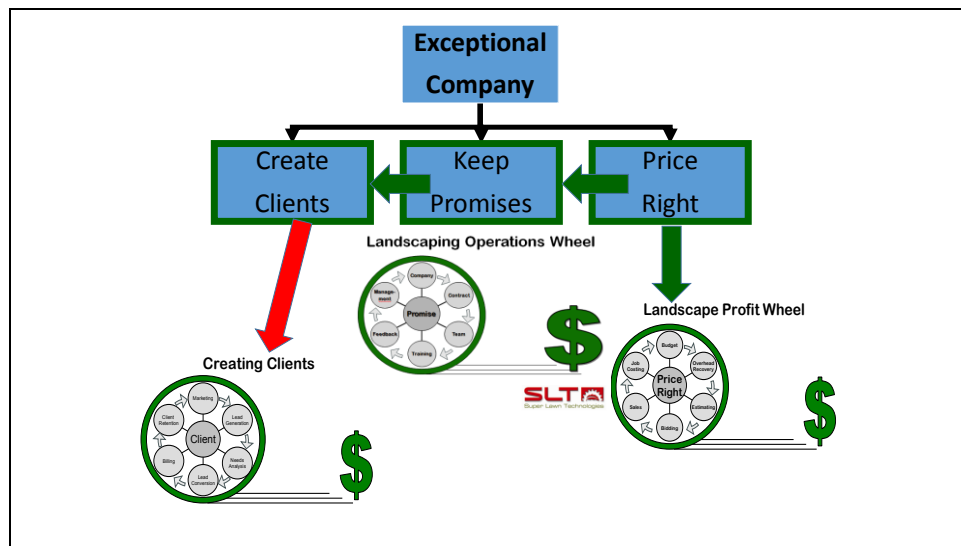


Now breaking the idea of getting your finances in order first requires us to focus on one activity, and that is to make sure we **price right**. That is... we price for our company so that the work that we are taking on is profitable, but it also means that we price right for the customer so they can afford us, so they're willing to pay us, so they're willing to keep us working on their property over time.

And so you've got to make sure the price is right for both parties. And then if we **price right** it is infinitely easier to keep our promises. That is to keep our promises to our customers by doing the job correctly, on budget, on time. It's infinitely easier to keep promises to our employees by paying them on time and paying them a good living wage. It's infinitely easier to keep promises to our vendors, paying them on time. And then of course those, the taxing authorities, we must pay those folks on time or they will get nasty and they'll cause us all kinds of problems.

If we keep promises to all four of those groups, well then it's *infinitely easier* to create client relationships. Client relationships are those that are built on mutual trust, mutual respect, and mutual benefit.

And when you begin to communicate more frequently with your clients, with your customers, they will transform into client relationships. And so that's what we do here, we talk about ways to do that.



And I've developed... in my body work... **18 success keys**. And these eighteen success keys are critical success strategies or critical success skills that you must have as a lawn and landscape business owner.

And when you look at these 18 success keys, you'll see that we move around from time to time talking about the various topics in here and the categories of creating clients, keeping promises, and pricing right. But today we're going to be teaching skills in the **keep promises** section. We're actually going to talk about **building a team**. That's right, building a team inside your company.

As we move ever closer to the spring of the year, it is very typical for lawn and landscape business owners to need to recruit new workers for the upcoming season. *Editors Note: You already know this! But we must remind you!*

Finding Employees - A Case Study



Special Thanks to Doug Robbins of Robbins Landscaping

How Doug Collected 501 Resumes in 2 Weeks & Screened Them in 7 Minutes...

And so... for that... I am going to introduce you to one of my longest clients, one of my most faithful and loyal and successful clients that I've ever had the privilege to work with. His name is Doug Robbins, and today we're going to carefully look at a finding-employees case study that Doug has given me permission to share with you guys here.

You see Doug has made it an absolute ritual that I join him on a site with his company for private consulting services. We just celebrated our... Let see what was it? Our 15th year of successful meetings, 15th year of subsequent meetings where we work **ON** his business for a two to three-day period and we focus on one area of his company. We give this area it a lot of attention. We add a lot of innovation. And ... a lot of careful consideration during these private meetings.

Now one of my highlights to that meeting is to get to go and visit with Doug and his family and eat dinner. His life Leah does a marvelous job cooking a healthy dinner and I enjoy the time I get to be with Leigh and Doug and their kids.

So I just want to make sure that if you ... if you happen to be in the Richmond area and you see Doug Robbins thank him for his willingness to participate and share some data with us today on what we implemented in his company in early 2017.

It starts with this, okay? I'm going to tell you how Doug collected 501 resumes to come to work in his company in just under two weeks and then screened them all in seven minutes. That's right. I'll repeat this statement! How Doug collected 501 resumes in less than two weeks and he screened them all in seven minutes! You guys are going to get a mind blow from this exercise today.

Here's the situation:

- Doug owns a landscape company
- Spring is coming
- Spring seems to be coming **EARLY**
- Doug needs to hire 5 employees
- Lawn Maintenance Technicians (2)
- Lawn Maintenance Crew Leaders (2)
- Horticulturalist or Customer Facing Manager (1)
- There's unbelievable competition for employees
- Wages are increasing
- The unemployment rate is around 4.6% for the USA
- Hiring employees is VERY time consuming & there's no guarantee if they work out when you hire someone



So let's start with this case study by understanding the situation. Here's the situation. I bet you can relate to this.

Doug owns a landscape company and I believe you own one too... if you're in my lawn and landscape marketing program, if you're a member of the Super Lawn Toolkit. There's probably a 99.9% chance you own a lawn and landscape company... just like Doug.

And... here's the second situation - spring is coming. And if you're from anywhere in the south, I can tell you it's coming earlier. I just had a team of contractors from Houston, Texas just leave my shop a moment ago and they tell me that even the Crepe Myrtle trees are budding out, leafing out in Houston, Texas. So the season is coming quite early this year especially here in the south where we're at.

But... so it seems... that spring is even coming earlier this year. So you got to get ready with your people and your busy spring season right away.

Now... Doug's company. He's got a nice company, more than 20 employees. But he needs to hire five new employees for 2017 and he needs to make it happen rather quickly. He doesn't need to kind of dilly-dally around with this responsibility. He needs to make it happen quickly.

He needs two lawn maintenance technicians, he needs two landscape maintenance crew leaders, and then he also needs a customer facing horticulturist or a customer service representative in his company, someone who's got enough technical background and enough customer service skills to represent his company.

So it's no easy feat and there's actually, you know, a varying level of minimum job requirements in these three different positions Doug needs to fill.

Now he also faces just like you and just like I today as business owners facing unbelievable competition for employees. You see wages are increasing across our country; the unemployment rate is down around 4.6% in the majority of the United States of America. Now in your area it may

be higher. I'm thinking about you guys up in the oil areas of Alberta, Canada, things aren't quite as lovely there.

But generally speaking the economy across North America has been growing and really expanding. And so hiring employees is becoming a very time-consuming chore for business owners and HR managers. And then of course there's no guarantee that regardless of how much effort you put into the process, once you hire someone if they'll actually stay, if they'll work out or if they'll simply leave after a few days or a few weeks.

So there's no guarantees as an employer that's why you really got to have some intestinal fortitude, some ... some ... some BALLS, some cojones to go out into the market and raise your hand and say, "Hey, I'm an employer and I got a great place ... a great place to work. And here's why you need to come work with me."

What's been the recruiting & hiring process in the past?

1. Post the job opening internally
2. Create an incentive for existing employees to recruit for the company
3. Post the job online at Craigslist, Indeed, DOL, DOL VA Rep, Alerts sent to list of colleges & professors, post in the local paper, post sign at street, (perhaps a social media post or two)
4. Ask applicants to call office or come by office at ANY time M-F
5. Initial phone/in person screening process to answer 4 questions
6. If the screening goes well, invite to come in to complete application or apply now
7. Review application & check references.
8. If pass – call to schedule interview
9. Conduct interview – offer or reject
10. Hire – initial paperwork - onboarding
11. Orientation
12. Goes into the field to assigned crew



So in Doug's case we want to look and see what has he been doing. So what has Doug been doing with the recruiting and the hiring process in the past.

And I've abbreviated this a little bit, there's some details I didn't go into out of respect for Doug's methodologies. But in a nutshell he would begin probably with what I would recommend you do, and that is post any job openings you have this spring internally.

When you post internally and let your existing employees know that you're going to be hiring and exactly what positions you're going to be hiring for, and exactly what those positions are going to be paying, and what the minimum requirements are, people can help find qualified applicants.

Now there's another step that Doug has done which I recommend you do as well to create an incentive for existing employees to help recruit for your company. And so that may mean that you're going to pay someone to bring you a qualified prospect. And if in fact you hire them, then you give the employee in your company some type of a reward, a bonus.

Now whether that's tickets to the movies, a hundred dollar bill, a \$500 check or whatever it may be. What I have seen that is working best in companies is... that if you create an incentive system, you're going to have two parts. Part one is to bring in the prospect that actually gets hired and you pay about 50% of the bonus at that time. The second half or the second 50% of the bonus gets paid after the 90-day evaluation period.

And so you only give 50% of the money upfront, because you're going to need, probably going to need that existing employee to continue to be an advocate for you to try to keep that person on track, keeping them if that's a good fit. So create an incentive but pay half upfront, half a little bit later.

Now here's the next step. Go out online and use all the tools that you can find to post your job opening. In Craigslist, Indeed, your State Department of Labor, your Department of Labor with your Veteran Affairs representative sending your job openings or your job descriptions to the local colleges and the professors is a best practice idea. They'll cost you zero dollars to do that.

And yes, you should consider posting the jobs in the local paper, making sure that the local community website have them hosted as well. And please do not forget or overlook the simple inexpensive recruiting techniques such as posting your sign at the street in front of your business or on your vehicles, so that as you move about during the day people are aware that you're hiring and, yes, you can of course use your social media posts to help build awareness about your company's hiring.

Doug's done all those things in his company and he's gotten enough people... that is.... he's found enough people in the past. But he said, "It's get harder.. and quite frankly... the quality of the results have been going down, down, down. It's harder to get good people."

So here's his next step. He asked all applicants (through the job posting) to call his office for a quick 10-minute interview... or come by **any time during the week** - Monday through Friday. Just any time during the week - Monday through Friday.

Step five he has this initial phone interview... or an in-person screening process to answer four questions. And I'm going to share those questions with you in just a few moments, so stick with me.

And then... if the screening of those initial four questions goes well, then he will invite the person to actually come in and apply or then actually give them the application if they have walked in and say, "Okay, complete the application and we'll consider you for the job." So it's a pretty rigorous little screening process he's had upfront.

Now he gets the application, then the next step would be to review the application and check some of their previous work references to make sure the people are not complete dumbasses or terrorists or some kind of a freak that causes problems at companies. And... this is your absolute fiduciary responsibility as owner of your business to do that. Doug does it in his company.

And if they pass that screening step, then they (Doug or his appointed rep) would call them, call them up on the phone to schedule an interview with a person in their company one-on-one. Then they would conduct an interview and based on that interview and all of the accumulated data, they would either offer them a job in writing or they would decide to reject the candidate and not offer them a job.

If they offered them a job, and **if** they accepted the job, the initial hiring process would of course require the initial tax documentation and the on boarding required such as the allocation of uniforms and company policy manuals and initial training materials that are all part of what Doug calls his **orientation**.

All of which are an absolute perfect way to help you get people up to speed on your company's policies procedures and best practices, work expectations, etc... right away.

And then after all of those things the person finally gets to go into the field to an assigned crew. Now look, if you are here on the call today and you're a small company with one truck and you're driving the truck and your current employees is your son and your daughter or your Dad and your Mom, well God bless you, you got to get started somewhere.

But over time.. if you're going to build a company that works for you and not just because of you... you will need to have a detailed step-by-step process for recruiting and hiring employees that is selective, that screens. (Editor's Note: No more dumbasses right?)

So when we looked at this process, reviewed Doug's process and we said, "Well, you know, what can we improve, enhance or automate about these processes that are in play right now?"

What can we improve, innovate or automate?

1. Post the job opening internally
2. Create an incentive for existing employees to recruit for the company
3. Post the job online at Craigslist, Indeed, DOL, DOL VA Rep, Alerts sent to list of colleges & professors, post in the local paper, post sign at street, (perhaps a social media post or two)
4. Ask applicants to call or come by at ANY time M-F
5. Initial phone screening process to answer 4 questions
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8. If pass - conduct interview
9. Hire
10. Orientation
11. Goes into the field to assigned crew

**ADD the JOB
FAIR PROCESS**

And as we begin to talk and review these different things I began to see some real opportunities for enhancement in Doug's company.

First as I looked at the actual job descriptions and the way the ads had been written the previous years and posted online at the various sites like Craigslist and Indeed and so forth. So I said, "Wow, there's an opportunity for us to improve this right there."

Then I said, "Well, you know this situation where we just asked applicants to call or come by anytime during business hours - Monday through Friday? Well, you know what? That really does subject our company and our management team to just running around at the beckon call of prospects whenever they may happen in." I said, "We can be more strategic about that, so let's rethink that policy."

And then this initial phone screening process to answer four questions, well, when I looked at those four questions I thought to myself, "Do we really need to have an initial phone screening with a person to make that happen?" More on that in just a few moments.

And then here's the final step, we're going to talk a little bit about all of these in just a moment as I said, "Well, geez, Doug. We can add the job fair process and really help streamline this entire recruiting and hiring process that you have laid out right now."

Focus on 4 areas of process improvement

1. The Job Ad
2. The Job Description
3. The Screening Process
4. The Job Fair



So I said, "Okay, here's the four areas that we're going to focus on this year to improve." And the first one is going to be the job ads. And I'm going to share one with you here in just a moment.

The second priority was to enhance the job description. Well, what does that mean? I'm going to get to that in just a moment.

And then about the screening process: what can we do to make the screening process easier on the management team? And what could we do to make it easier on your company and yourself (Doug or YOU) OR your management team in the future?

And then finally what is this idea about the job fair. Now wait a minute now before any of you say, "Wait a minute, I've heard some talk about job fairs before in the pages of the E-Myth Landscape Contractor." Well, you're darn right, you've heard me talk about it before if you've read the E-Myth Landscape Contractor.

But I want you to understand that it (hiring smart) is subtle details of what you say, how you say it, when you say it, and who you're saying it to. **Small changes will impact** the results of what happens in your company and for your company in the process of recruiting.

What Would You Do **IF You** Had **247** Candidates For Your Job Posting?

Job	Location	Created	Candidates	Views
Do YOU LOVE Horticulture? <small>edit job</small>	South Chesterfield, VA	1 day ago <small>End date: Mar 31</small>	9 candidates <small>(6 unread)</small>	261
Fresh Start - Working Outdoors <small>edit job</small>	South Chesterfield, VA	1 day ago <small>End date: Mar 31</small>	118 candidates <small>(116 unread)</small>	637
Get Paid To Exercise Outdoors (in the landscape) <small>edit job</small>	South Chesterfield, VA	1 day ago <small>End date: Mar 31</small>	20 candidates <small>(20 unread)</small>	173
Horticulturalist In Training Opportunity <small>edit job</small>	South Chesterfield, VA	1 day ago <small>End date: Apr 30</small>	29 candidates <small>(21 unread)</small>	388
Landscaping & Lawn Maintenance Opportunity <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	38 candidates <small>(22 unread)</small>	127
Outdoor Opportunity Landscape Construction <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	33 candidates <small>(25 unread)</small>	165

1751 Views In 36 Hours!

(Editor's Note: Slide above is a screen shot from inside Robbin's Landscaping Indeed.com employer's account 36 hours after posting 6 job ads.)

So here's just a little snippet. What would you do if, if you had 247 candidates for your job posting this spring? Well, I'm going to tell you what you would probably do, you'd be overwhelmed right away. Because how in the world could you ever go through 247 candidates unless you have some permanent Human Resources staff members in your company to help you sift, sort and select through 247 candidates.

Well, I'm going to suggest to you today and I'm going to show you how you can sort through hundreds and hundreds of candidates very quickly and let them **self-sift** and **self-sort** into good candidates for your company.

Now here's what happened while we were sitting in Doug's office. While we were sitting in Doug's office... we implemented this new strategy. We generated ... Would you look at this. We generated a tremendous amount of online views (1751 views in 36 hours) for the (6) job descriptions.

For example we've posted one job with this job headline. It said, "Fresh start, working outdoors." Now it didn't say, "Lawn and landscape in the headline." This is what is posted and what people get to look through if they're screening or looking for jobs on Indeed.

Well, we also use the same ... the same headlines at Craigslist and in the newspaper and in the email communications to the list of horticulture instructors and so forth. But I want you to understand that what we were doing here was testing headlines. And if you've been following me for any amount of time... you'll know that the subject line of an email is a headline. You'll know that when you write a letter... at the top of the letter **there should be a headline that speaks clearly to the prospect or clearly to your intended recipient.**

Well, by **changing the headline or the job title** we began to see immediately dramatically BETTER results in people's interest, raising their hands and reading his job opportunities. That "Fresh Start Working Outdoors" after one day (headline)... had a 118 candidates who submitted a resume online out of 637 people who actually clicked on it and read it. 118 actually submitted their resume.

Now keep that in mind for just a few moments and if you take notes you might want to write down these headlines that I'm sharing with you right now.

When you look at the six different profiles of the six different postings that we built for Doug's recruiting this season, you'll see that we received 1751 views in just less than 36 hours online using just the website Indeed for recruiting. Now I'm going to go into more details here in just a moment.

Job	Location	Created	Candidates	Views	Cost	Budget	Status
Do YOU LOVE Horticulture? <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	22 candidates	566	\$216.64	\$250.00	Open
Fresh Start - Working Outdoors <small>edit job - Out of budget - increase budget for more views</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	199 candidates	1,225	\$250.00	Out of budget	
Get Paid To Exercise Outdoors (in the landscape) <small>edit job - Out of budget - increase budget for more views</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	51 candidates	514	\$250.00	Out of budget	
Horticulturalist In Training Opportunity <small>edit job - Out of budget - increase budget for more views</small>	South Chesterfield, VA	Feb 8 <small>End date: Apr 30</small>	61 candidates	884	\$250.00	Out of budget	
Landscaping & Lawn Maintenance Opportunity <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	95 candidates <small>(1 unread)</small>	339	\$171.76	\$250.00	Open
Outdoor Opportunity Landscape Construction <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	73 candidates	465	\$182.47	\$250.00	Open

Total spend (Feb 1 - Feb 28): \$1,326.64 - [performance report](#) - [billing history](#)

501 Resumes Submitted in 14 days!

But here's the total results. I'm going to go ahead & share the total results now... for just a moment, because I want to show you what we learned. We learned that there was a distinctive and clear winner in the amount of responses we got based on the headline of the job.

To begin with the **"Fresh Start Working Outdoors"** was intended for a very unique demographic... whom which we identified a certain targeted group of prospects for that one to be ... for that one (headline) to attract. We got 199 candidates. That is out of 1225 views. We did spend \$250 in marketing or pay per click to make certain that we were moving up on the Indeed pages, and we weren't simply putting our ad in as a freebie and hoping for the best. So we spent some money to bring us to the top.

Now... next I want you to take a look the one that generated the 2nd most number of candidates, and it was **"Landscaping and Lawn Maintenance Opportunity"**. So we got real specific here, a little different headline, very industry like in its writing, did get us 95 candidates. But look at this, that is well two-to-one number of candidates here from the leading category or the leading headline to the number two one.

The number three headline fell close behind and it says, **"Outdoor Opportunity Landscape Construction."** 73 candidates out of 465 views. Really, really useful data here as you think about recruiting in your company.

Now here was the next, the number three on results – **"Horticulturalist in Training Opportunity"**. Now... be thinking as you're listening to me, as I'm sharing these headlines who might be interested in that type of a headline. I'm going to reveal it to you in just a moment, but we got 61 candidates out of 884 views.

And then the next one believe it or not – **"Get Paid To Exercise and in parenthesis, (in the landscape)." We got 51 candidates out of 514 views. And then the number six on the list was – "Do You Love Horticulture"? And we got 22 candidates out of 566.**

So you can see, man... by looking at the data you will know right away what type of responses that you're getting and how effective your subject line or your job description is.

So if you haven't tested changing your job offer subject line or headline, then please, please, please get busy adjusting those in your company for the in 2017. (Editor's note: You instantly separate yourself from the competition who FAIL to target the PROSPECT in their ads.)

The screenshot shows an Indeed job listing page. At the top, there are tabs for 'Overview', 'Jobs', and 'Candidates'. The job title is 'Fresh Start - Working Outdoors' by Robbins Landscaping Inc. in South Chesterfield, VA. Below the title, there's a 'Candidates' section with a table showing 0 Unread, 199 New, 199 Total (excluding rejected), and 0 Rejected. To the right, there's a sidebar with job details: Views: 1,225, Candidates: 199, Max CPC: \$0.25, Job Budget: \$250.00, Status: Open - pause, Created: Feb 8, End date: Mar 31. Below the job description, there's a red arrow pointing to the text. The job description starts with 'If you're sick & tired of being cooped up inside...here's a great way to get outdoors & get paid!' and 'If you've been out of the workforce for a while...here's a great way to get outdoors & get paid!'. It then says 'At Robbins Landscaping, we select high-quality people who LOVE the Outdoors and take great pride in quality workmanship. BEFORE you apply for this position, you are REQUIRED to call our 24 hour Job Information Hotline.' There's a cartoon character of a person in a lawn mower and the SLTM logo (Super Lawn Technologies) at the bottom right.

Now what I want to do next is to zero in on the one job headline - fresh start working outdoors that generated 199 resume submissions over a period of about 13 days.

And here's the thing, and this is the only thing really that I changed on Doug's job description, was the headline and the first three, four sentences. Now I'm going to read you those first three, four sentences – **“Fresh Start Working Outdoors, Robbins Landscaping Inc., South Chesterfield, Virginia”**.

And it says, "If you're sick and tired of being cooped up inside ... here's a great way to get outdoors and get paid (exclamation point)!"

If you've been out of the workforce for a while, here's a great way to get outdoors and get paid (exclamation point)!"

At Robins landscaping we select high quality people who LOVE the outdoors and take great pride, great pride in quality workmanship. BEFORE you apply for this position, you are required to call our 24-hour job information hotline."

Did you hear what I said? **You are required to call our job information hotline**. Now what in the world is a job information hotline?



Well, I'm about to share that exact call! If you call in to Robbins Landscaping – You will be prompted to hit 1 if you are looking for customer service or hit 2 if you're calling in about employment opportunities. If you hit 2 – here's what happens. I'm going to let you listen in to what the 24-hour job hotline says. So just get ready to hear from Doug Robbins himself right now.

Editor's Note: The Recorded Script Demonstration Starts Here...

Doug Robbins: Hello. This is Doug Robbins, president and founder of Robbins Landscaping. I am thrilled and happy that you have called us about job opportunities. I suggest you get a pencil and paper to write down important information I'll share with you on this call.

If you would like to work in a professional environment with neat, clean facilities, a secure parking area for your vehicle, and well-maintained equipment to work with, you're going to be glad you've called Robbins Landscaping.

If you're looking for a place to work that recognizes you and says, "Thanks," when you do a good job, provides you the opportunity for advancement, paid training, and generous benefits, you should listen to this entire message and take notes along the way.

If you're looking for an opportunity to use your skills in horticulture or landscaping to make a great income, you called the right number. You will need this information to fast-track your way into the full-time, part-time, and seasonal job opportunities at my company.

We recently asked our current team members this question - why do you enjoy working at Robbins Landscaping? Frankly I was humbled by some of the responses, like this one from one of our account managers who said and I quote, "Your commitment to your employees is just as strong as your commitment to your clients."

So I organized and summarized comments from others on the Robbins Landscape team. Here are 10 reasons you would love working at Robbins Landscaping.

1. Our typical work schedule is Monday through Friday, 7:00AM to 4:30PM for full-time positions/ Part-time jobs have flexible hours.
2. We offer top pay, paid vacation, paid sick leave, and paid time off on holidays so you can be with your family.
3. We provide paid training, we reward you with higher pay when you become certified and even provide health insurance benefits to our team.
4. We have a company retirement program that matches up to 3% of your annual pay.
5. My company has been providing dependable, stable, and good paying landscaping jobs in the Richmond area since 1989.
6. You get to work with nice people. We don't yell, we don't curse at you, but we do say thanks for your good work. You'll hear us say, "We appreciate your efforts." And we will give you a healthy dose of encouragement when things don't go perfect.
7. We will pay you on time, every time. Your paycheck will not bounce. We won't ask you to hold your check while we collect money from our customers.
8. You'll be asked to work smart, follow our safety procedures and report any concerns to your supervisor immediately if an issue ever comes up.
9. You will learn the exact steps required to increase your pay and move up in our organization when you join our team.
10. You'll get the chance to work with a great group of people. Robbins Landscaping is a great place to work for a summer internship, invaluable work experience, or to build a career that lasts a lifetime.

Tony: Okay, I'm going to stop right there for just a moment and give you a chance to kind of digest for just ... just a couple of moments here what has Doug just done with this opening.

You see, we have just spent about two and a half, three minutes talking about all the good things at Robbins Landscaping. Giving specific quotes from **the survey we conducted with his employees**, using **their words**, not Doug's, about why someone might enjoy working at his company.

We have carefully reviewed comments from all of his employees! It's helpful being able to get a range of comments from people that are technicians, people that are crew leaders, and people that are in fact account managers and designers, and hearing the different words that they chose to describe their experience working at Robbins Landscaping.

(Editors note: By surveying his employees, he learned that details like a secure parking area, stable work hours, on-time payroll, opportunities for education and advancement were really important to his team. Think about the importance of ASKING your employees what they like about working in your company. You'll likely find some "little things" that turn out to be "big things" in your effort to recruit future employees.)

You see, you got to understand my friends... that it is **your job to market your company as a great place to work**. And by sharing some of the success stories of the people inside the company today... **you get the language that others who should be an employee can relate to**.

Now I put up on the screen a picture of Doug's truck over here, one of them, he's got about ... I guess about ten (Editor's note: Super Lawn Trucks) trucks in his company now. He's got an employee meeting that I participated in a couple of weeks ago, in which they talked about their goals for the month, and the fact that their job fair is coming up soon, and that they're going to be hiring and so forth.

But now what I want you to do... is to realize that it is now Doug's responsibility to begin the **screening process** for his company. And so let's just get right to it. Back to the 24 hour job hotline recording:

Doug Robbins: Once again it's a pretty awesome list of reasons for you to get excited about the opportunity to join the Robbins Landscaping team. However, you need to know the whole story. *Not everyone is qualified to work at Robbins Landscaping.*

I'm going to ask you four questions that will quickly let you know if you are qualified to join our team. Please write down a yes or no to each question. Each of these four questions is preceded by one of Robbins Landscaping written policies. So here we go.

1. Robbins Landscaping is a drug-free workplace. Are you drug-free?
2. Robbins Landscaping is a non-smoking tobacco-free workplace. Can you comply to this policy?
3. Robbins Landscaping does not hire convicted felons. Do you have a felony-free background?
4. Robbins Landscaping has a firm policy on not allowing our employees to do "on the side landscaping work for hire". Can you agree to this policy?

If you answered **no** to any of these four questions, **you're currently not qualified**. If anything changes for you, give us a call back. **If you answered yes to all four of these questions, this means you need to keep listening and taking notes.**

I'd like to tell you how to take the next step to join the Robbins Landscaping team. Once more are you ready? Write this down. There are three ways to apply for one of our openings.

1. You may apply in person at our neat, clean office. You'll be impressed by the outstanding landscaping, garden pond, waterfall and hard scape features when you come in. Robbins Landscaping is located at 1820 Ruffin Mill Circle South Chesterfield, Virginia 23834. Once again our address is 1820 Ruffin Mill Circle South Chesterfield, Virginia 23834.

Tony: Okay, now hopefully ... hopefully what you got out of that so far is that Doug has now set a controlled experiment to see if someone is capable of following instructions before they ever step foot on his property.

You're going to see, he's giving them a specific time of day to ... to show up, which is different than what he has done in the past.

Now he set it up to say that not everyone should come. You see, you might call that the anti-hiring department. You see, what Doug has done by establishing his four questions and the criteria in which he will judge people upfront, he is eliminating a lot of riffraff. You know what I'm talking about riffraff? I'm talking about people that should not apply to his company.

And by setting a specific time and activity ... Hold on. Hold on. I just goofed.

By setting a specific time he has moved along really nicely. Now I may have goofed up the position of this. I might have to adjust this. Let see.

Doug Robbins: Next, I'd like to tell you how to take the next step to join the Robbins Landscaping team ... outstanding landscaping, garden pond, waterfall and hard scape features when you come in. Robbins Landscaping is located at 1820 Ruffin Mill Circle South Chesterfield, Virginia 23834. Once again our address is 1820 Ruffin Mill Circle South Chesterfield, Virginia 23834.

Tony: Once again, repeat the address. Give them a chance to write it down.

Doug Robbins: We accept applications between 1:00PM and 4:00PM, Monday through Friday. Once again we accept applications between 1:00PM and 4:00PM, Monday through Friday.

2. You may visit our website at www.robbscaping.com. That's R-O-B-B-I-N-S-C-A-P-I-N-G.com. Listen carefully, when you arrive at robbscaping.com, look for the contact us page, click on career opportunities, go there and download the employment application. Print it out and fill in all the required information. Sign the application as instructed.

You may fax the application to 804-748-6007. Once again, 24 hours a day seven days a week, you may fax us your completed application to 804-748-6007.

3. You may scan and email us your completed application for employment to the following address. Here it is - info@robbscaping.com. Once again, scan and email your completed application to info@robbscaping.com. You may submit your application via email 24 hours a day, seven days per week.

If you miss any of the information I've shared on this call you may call back and listen to this recording as many times as you need to. **Following our instructions is a pre-employment requirement.**

Let me make one very serious promise to you right now. We're looking for the best people possible to join our team. So if you submit your application by following the instructions I've shared on the call, I give you my word, your application will receive due consideration.

As the founder and president at Robbins Landscaping I review every single application that meets our submission guidelines, so good luck in your pursuit of a great job at Robbins Landscaping.

One final thing. We have a handful of jobs available at Robbins Landscaping. So if you have any friends, family members, or business associates that you feel to be a good fit for Robbins Landscaping, I'd like to ask you to share our name. Share the phone number you called today with someone you know. We'd appreciate your referral very much. I'm Doug Robins, president and founder and I appreciate your interest in Robbins Landscaping.



Tony: All right, I don't know if you've picked up on all that. But this was a 7-minute, 15-second ... 7-minute, 20 second recording that we created. How do you create a recording that pre-screens, pre-sorts and helps you pre-select only the best qualified candidates? You have to think about what it is your company does (Editor's Note: Within the employee recruiting & interviewing process...and automate as much of it as possible in the future) and how you're going to do it in advance.

Now I want you to know that that recording you just listened to has been working for the last two weeks in Robbins Landscaping offices, because Doug has some really cool phone technology. It's called a VoIP system, that's voice over internet protocol, where he could set up a special extension in his office where he could direct the traffic that is related to employment screening. Pretty cool.

So how much ...

How Did We Attract So Much Attention?

- Apply **MARKETING** to the employee recruiting process
- Target your market!
- 7 types of candidates
- Wrote the **JOB NAME** to match the prospective employee
- Created a unique opening to the job ad
- Created "Call to Action" automated screening
- We **PAID** for promotion! (and tested pricing along the way)



Here's what I want you to learn. How do we attract so much attention to Doug's company in such a short period of time? It goes like this - we targeted the market, **we applied marketing to the employee recruiting process**, we identified upfront, **seven unique types of candidates** that we know are looking for jobs at all times, and so we wrote the job name to match the prospective employee.

We created a unique opening to the job ad. That is, we didn't go in and change the stuff about applying mulch and mowing lawns and trimming shrubs, all of that stayed exactly the same. But we created a little different intro/opening of the job ad to create a little different image about the company and what we (Doug & Robbins Landscaping) stand for.

Most importantly we created a very specific **call to action for automated screening**. **We did not ... we did not ask people to email us a resume**, WHY? Because if you use a service like Indeed, it only takes somewhat a split-second to submit a resume and that means almost nothing.

(Editor's Note: Very little effort is applied to submit a resume = YOU or someone in your company must **REVIEW** the resume = work that cost's you money = very little commitment from the prospect to finding a job = very little commitment to them staying on the job if you ever hire them.)

What matters is...(our simple test) is if pre-screened, pre-qualified, pre-sorted people can read and follow instructions. **And so we gave them specific instructions... that is.. to call the company and to listen to the job information hotline.** (Editor's Note: This approach is easy on us - or for you - once the recording is created)

Well, you know what? We had a lot of people do that – actually follow instructions! Let me tell you what happened. And then finally as part of this how do we attract so much attention, how do we attract 500 resumes submissions in less than two weeks - we paid for promotion. And we tested pricing along the way.

We started all to make sure that we would get there quickly. We stayed at the top of the job postings by bidding up how much we were willing to pay for a click on Indeed... in our (geographical) area, in our **keyword** area. So we got all people (actively searching for a job) looking in the category right up front.

Next, over the first few days, we begin to bid down the amount of money we would pay to kind of stretch our budget out over longer period. But we did decide to spend some money right up front to make sure we gained as much attention as we could. And you should do the same if you're serious about recruiting.

7 Applicant Profiles



1. Hate their job – ready for a significant career change
2. Internship – need job experience
3. Passionate about horticulture, landscaping or lawn care
4. Already in the lawn maintenance industry, not happy with their company
5. Already in construction, not happy with their company
6. Need to lose weight, get healthy, get fresh air
7. Spanish speaking prospect



Now I want to talk for a few minutes about the seven applicant profiles and how we came about these headlines for these applicant profiles. We're going to look back to them in just a couple of minutes.

Here is the first applicant profile. It's a person who hates the job that they're in and they're ready for a significant career change. Now these are people that we intentionally targeted who are not, who were unlikely to be working in landscaping or in outdoor environments today.

And that became the most clicked-on headline or job opening that we had available. And we'll go back and we'll look at that in a moment. But it said ... it said, "**Fresh Start Working Outdoors.**" That headline became huge for us.

Here's the next thing, we said, "You know what? We really need to have some young people. They're just getting out of school, they've got specific technical training or they're pursuing a degree in horticulture, turf grass agriculture in their life." And so we had this internship person, an avatar of that person drawn up and we said, "What do they need more than anything else? Some want an internship. They need job experience." And so we wrote a headline specifically for that targeted person. We created **"Horticulturist in Training Opportunity"**.

And then we said, "Well, what about people who already love what they're doing, they love this thing about horticulture, landscaping or lawn care? In fact they might even be someone who's in the Master Gardener course that the extension service - The Certified Master Gardener." Someone who just loves outdoors and the idea of getting their hands dirty. So we wrote a headline for them. We created **"Do YOU LOVE Horticulture?"**

And then we said, "What about the people that are already in the lawn maintenance industry, but they're not happy with the company they're working at?" And they like the idea of working in lawns or turf and lawn maintenance and so forth. They're just not happy with their company. Well, we wrote an ad specifically for them, **"Landscaping & Lawn Maintenance Opportunity"**.

And because it's a different person (personality, training & physical disposition) to work in landscape construction than it is landscape maintenance, we had to write an ad for people that were already in construction and who loved the idea of them staying in construction but they're unhappy with the company that they're currently working at. Here's the ad headline we created, **"Outdoor Opportunity Landscape Construction"**.

And then the sixth applicant profile was someone that ... who needs to lose weight, they need to get healthy, they need to get fresh air, they want to do something different, and they want to be paid along the way.

And it is so funny because I was recently at a seminar in Nashville, Tennessee and I had a group of contractors who came up to me and they were giving me ... I guess a certain amount of appreciation for the E-Myth Landscape Contractor and what I had talked about in there about big boy, they said they never forget the story about big boy.

As a matter of fact the story about big boy who was the ... the really overweight guy who came to work in my company specifically because he needed to lose weight. He had new children, and he felt like he wouldn't be able to care for those children properly if he ... if he didn't lose weight.

Well, there are big boys in every town in America. And some of those would be good candidates for your company, but I will guarantee you that 90% of you listening to this today have never written an ad, one specific job ad for big boy or big girl for that matter who needs to lose weight. But we did it over here at Robbins Landscaping, and I'm going to show you the results again in context here in just a moment. Here's the ad headline, **"Get Paid to Exercise Outdoors (in the landscape)"**.

Now the seventh profile that we wrote down and identified it as a category would be Spanish-speaking prospects with all of these same characteristics. But we just simply run out of time and execution, so we didn't actually ... actually do the Spanish-speaking prospect or Spanish posting. But we would if it comes down to it we don't get it enough positions filled. **(Editor's Note: In other words – you could really target specific nationalities by using any or all of these headlines in the native language of your target prospect.)**

Job	Location	Created	Candidates	Views	Cost	Budget	Status
Do YOU LOVE Horticulture? <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	22 candidates	566	\$216.64	\$250.00	Open -
Fresh Start - Working Outdoors <small>edit job - Out of budget - increase budget for more views</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	190 candidates	1,225	\$250.00	Out of budget	
Get Paid To Exercise Outdoors (in the landscape) <small>edit job - Out of budget - increase budget for more views</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	51 candidates	514	\$250.00	Out of budget	
Horticulturalist In Training Opportunity <small>edit job - Out of budget - increase budget for more views</small>	South Chesterfield, VA	Feb 8 <small>End date: Apr 30</small>	61 candidates	884	\$250.00	Out of budget	
Landscaping & Lawn Maintenance Opportunity <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	95 candidates <small>(1 unread)</small>	339	\$171.76	\$250.00	Open -
Outdoor Opportunity Landscape Construction <small>edit job</small>	South Chesterfield, VA	Feb 8 <small>End date: Mar 31</small>	73 candidates	465	\$182.47	\$250.00	Open -

Total spend (Feb 1 - Feb 28): \$1,326.64 - [performance report](#) - [billing history](#)

501 Resumes Submitted in 14 days!

But let's go back to here for just a moment and let's look at this ... at this topic. Now I want you to answer the question for me. Who is the target for the headline - do you love horticulture? Go back over here for just a moment. **Do YOU LOVE Horticulture?**

Will see this number three on my list of seven profiles, someone who is Passionate about horticultural, landscaping or lawn care. What we have learned from Doug's previous ad testing(s) that using the word "horticulture" in job ads actually seems to bring a higher caliber person to the company.

And so moving away from "lawn and landscaping" for a certain demographic gets us a good quality demographic, a good quality candidate to come in, so **"Do YOU LOVE Horticulture"** was for that.

Now the **"Fresh Start - Working Outdoors"** which was they hate their job and they're ready for a significant career change wildly generated more candidates than any other, why? That was the biggest kind of general audience.

It's just clear here. If you read the data about people in work, it is crystal clear that over 50% of the population today, who are employees, would consider a new job immediately if they thought it created a better opportunity or a better work environment for them and their family.

And so the vast majority of people really don't ... aren't all that attached to and satisfied with their job. And so there's a big audience for us attracting those people towards landscaping. **(Editor's Note: The biggest mistake landscaper's make in their hiring process is "looking for experienced workers". You immediately narrow your pool of prospects and simultaneously create a bidding war driving up your cost of labor.)**

Now let so back to the next one. They are already in the lawn maintenance ... Let's see. Well, internship, need job experience. Here it is.

"Horticulturalist in Training Opportunity". We got 61 candidates out of there which really surprised me when I wrote that one up and talked about it with Doug. I said, "I don't know if we'll

get five or even if we get three." I said, "But if we get any that can relate to this headline, chances are they will be well qualified."

And then how about this one - passionate about horticulture and landscaping or lawn care. Well boom, there it is. **"Do YOU LOVE Horticulture?"**

And then the next one **"Landscaping and Lawn Maintenance Opportunity"**, well, that's designed for the people that are already in lawn maintenance but they're not happy with their company.

And then of course the **"Outdoor Opportunity Landscape Construction"** is for the people already in construction, not happy with the company.

And then the - need to lose weight candidate - is this one **"Get Paid To Exercise Outdoors (in the landscape)"**.

And look at this, man, 501 resumes submitted in 14 days. Now did Doug and his team have to go through and screen all of these people? No, not at all. Here's what happened.

Robbins Landscaping Results



- 3993 Views for 6 job postings
- 501 resumes submitted in 14 days (12.5% click thru rate)
- 501 email responses sent to resume submitters
- Free Recorded Message Data - 218 Calls x 7 mins each = 336 minutes or almost 5 hours of talking – completely automated
- 20 Applications completed in advance of the Job Fair
- 12 Job Fair Attendees – Doug's feedback...
- Job offers made?
- Job offers accepted?



We had 3,993 views for these six job postings. In just under 14 days 501 resumes were submitted. That is a 12.5% click-through rate. Look a 12.5% click-through rate online is maddeningly successful. I mean, this is like back to the beginning of the internet when they used to run banner ads and stuff. I mean, this is extraordinary in terms of a click-through rate.

So here's what we did. We set up a email template inside of the website Indeed and we responded to every single one of those resumes submitters, but what did we say to them? I'll tell you a couple of things that we said. We said, "We're going to have a job fair coming up on ... on February the 24th at 10:00AM. And you should come. And if you don't follow instructions there's no need to come." Because that's how we're going to evaluate our prospects and we will not be looking at your ... at your resume because that's not what we told you to do. So we've told them the truth.

Now what we did do is that we created a free recorded message, and put it on Doug's VoIP system, his voice over internet system. And over the last two weeks 218 people had called in and had listened to all or part of the 7-minute message I shared with you guys a few moments ago.

Editor's Note: Tony goofed on the math in this analysis. 218 calls x 7 minutes = 1526 minutes divided by 60 minutes per hour = 25.4 HOURS of (avoided) talking on the phone over a two-week period alone. Could automation help you become instantly more productive. YES!

That's a total of 336 minutes or almost five hours of talking that has been completely automated and removed people from within the company. And guess what? In my interview with Doug this morning, he said to me, he said, "Tony, I am so confident with what is happening in my company right now. It is amazing."

He said, "I could overhear people come in and ... and submit their ... their applications and they were asking my employees, 'Will Mr. Robbins be here for the job fair? Boy, I really like to meet this guy. I can't believe he's been in business for all these years and I just want to meet him and learn about him and all this stuff.'" So he just elevated himself and his company by using this technique.

Now it's a fact that he got 20 applicants to come in (to his office and apply in person), in advance of the job fair and I just got off the phone with Doug just before this call started, and he had his job fair this morning. He had 12 job fair attendees. (That's 12 people looking for a job to present to at one

time. And – very important – 12 people looking at each other and wondering how they could get picked above the other eleven.)

Well last year when Doug had a job fair, which he did not promote in this way, he had seven people show up. Of the seven people showed up for job fair last year, he hired three of them. Of those three that he hired last year one of them is still working at his company and has turned out to be a fantastic employee.

Today Doug reported to me, he said, "Tony, the quality of my applicants this year far exceeds the quality of the applicants I have had in the past." So here's what's happened, because we have set up a self-sorting, sifting and screening process we have eliminated a bunch of junk, a bunch of time wasting people from the process and we have gotten ourselves a higher quality of people coming in that are more respectful of the company, that know more about the company and its history before they ever show up, and they have complied with requirements of how to submit their applications, or they are simply being rejected as being unreliable.

Now I will not be able to report on you how many job offers were made or if any of those job offers were submitted on today's broadcast. But I will report to that in the future, because it is an absolutely wonderful process. And by the way the process of the job fair ... Hello?

The process of the job fair is found inside your copy of the E-Myth Landscape Contractor why most landscape companies don't work and what to do about it. And I encourage you to ... to go through that and read the chapter.

Here it is, chapter 10 - are you looking for better people, okay? It's page number 85 up to 99. It's quite a long chapter. But it is a big one and an important one as you go through the process of getting people for your company this year. So I'll follow up with some more data on the Robbins Landscaping case study in a future call.

But I know that some of you right now are sitting there a little suspicious and saying, "Wait a minute. I only need two employees. I only five employees. Should I put forth so much effort? Should I invest so much time? Should I put forth this energy to get these kind of people? Can I really have a job fair for my small company?" And the answer is absolutely you can do these things, absolutely you should do these things if you want to compress time and get more results with less effort in your company.

Now it's a fact that you heard a recording of Doug Robbins a few moments ago that was seven and a half minutes long. I want you to know that Doug made that recording and it took three takes, but that was a completely unedited recording. Why was it an unedited take? Because we wrote the script for that recording based on exactly what we wanted to say to create the ideal employee hiring environment.

By writing that script Doug was able to sit in front of a voice recorder and read that message through several times so he got comfortable with it. He got comfortable with the message and he just sat down and just did it all at one time. We did it about three different times to adjust some sound quality and it's not perfect.

But the fact is... we got every bit of that done in less than 48 hours while working elbow to elbow and knee to knee **ON** his business.

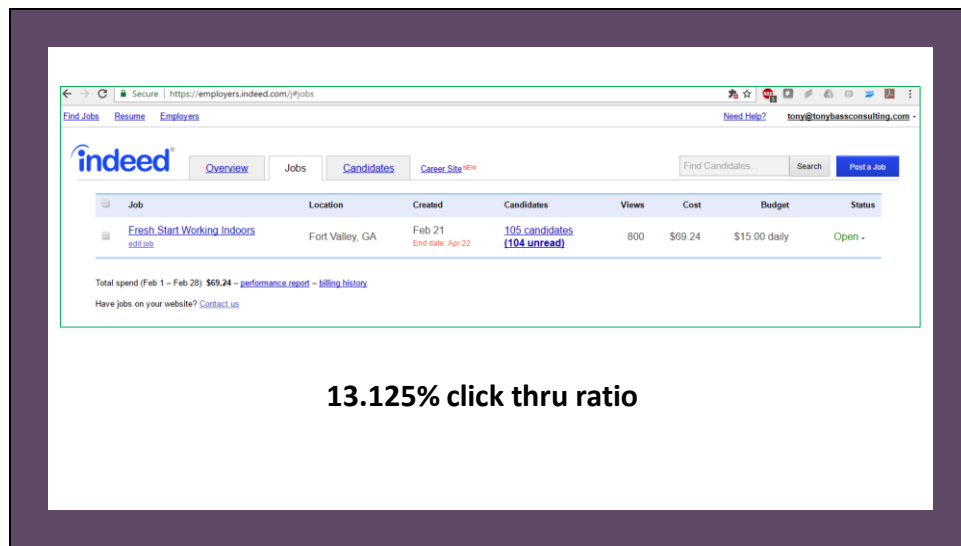
And so I'm sharing these techniques and Doug told me I could do this with you guys today because you and I are in this thing together, man, as small business owners and while we need people, we need to be creative in getting people to come to my company, your company.

Would this approach work for you?

It's working for ME!
Let's look at the 2 day data...

And so the question that I'll bet you're asking is would this approach work for you. I'm going to tell you it's working for me, and I'm going to share this final thing with you.

I'm going to ... Let's look at two days of data for a job that I posted for Super Lawn Trucks here Fort Valley, Georgia.



13.125% click thru ratio

Which is a very rural area. It is a ... it is a ... it is a ... a very rural area of the State of Georgia, there's a very small amount of growth in this area.

But I use the exact same website Indeed, and I used the most highly engaging job headline from Doug's field test. And that is fresh start working, but I changed from outdoors to working indoors, why? Because of the job description, I want to target people that were unhappy, that we're currently working outside and wanted to get inside, out of the weather and out of the hot sun.

And so here's what happened in a 2-day. If you look at this, in a 2-day test I've had 800 views using this headline. And 105 candidates submitted their resume.

Now what did my job say? It did not say to submit a resume. It said to fax your resume in to my fax line at my company. And then it went on to say, "Call the next day between 12:00PM and 1:00PM in order to get a 10-minute phone interview."

Now here's what happened. I got in four, four faxed resumes yesterday. And what I was just blown away with was that three of those four were perfectly suited in terms of background and qualifications for my company.

Four of them had followed and complied with the absurd idea of go finding a fax machine and submitting their fax ... their fax copy of the resume, and not just hit that immediate send button because they think that employers are going to go begging for them by submitting their resume online.

No, as an employer, my friends, I've got to recommend and remind you that you are an elite member of our society, an elite member of the job creators of the world who should be diligent, discipline, and darned right ... careful about who you hire for your company.

And so don't hesitate to create a restriction or a some type of a hurdle to get someone to comply with your request to apply for your company, because the only thing it's going to do is get you a better qualified candidate (someone who reads & follows instructions). And then you'll have fewer bozos to look through.

I got a 13.125% click-through ratio. Doug's was about 12.5%, 12.2% on his click-through ratio. And so those numbers are tracking very, very closely even though we're in different markets for completely different job descriptions. All right, so that headline is working really, really nice.



Questions & Answers

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Tony: Wow, okay. Tabitha. I am looking at with just over an hour now in today's ... today's training. And I thought I should take a few moments here and see if there's been any questions submitted.

Tabitha: I have.

Tony: Okay.

Tabitha: We have a question from Rudy. Can you recommend an automated voice message system like Robbins uses that works in Canada?

Tony: Yes, so you're going to want to use, Rudy, a web-based voice over internet protocol system. I'll give you a couple of names that I have become familiar with. I'm not certain, Rudy, if they work specifically in Canada. But if they don't then ... then you'll find a similar type system.

The first one is called Ring Central. Ring Central will give you the ability to create an automatic ... an automated attendant, and then create an "extension" for you. A special button to have a basically a pre-recorded message or some type of educational message to help you pre-sort, pre-screen, pre-select potential employees.

I'll tell you another source. Another source for something like that is ... Let's see. It's COA, COA network. Let's see. Tabitha, what's the one we use for our pre-recorded message? You remember the name?

Tabitha: I can only think of (Call Loop?) right now, is that what you?

Tony: Nope, no, no, no, it's not (Call Loop?). It's not (Call Loop?). I'll figure out here in just a moment. If anyone else is using a voice over internet system in their company, then enter your information in on the chat so we can talk about it.

COA Network. Hold on. I'm just about to get it here. Grasshopper, Grasshopper is another one. And then iTeleCenter. I'll type that in the chat box for you. Hang on just a moment. VoIP systems, okay? Would be Grasshopper and Ring Central.

And then a pre-recorded message service where you actually set up a unique ... a unique telephone number for your company would be iTeleCenter, which is the one that I'm using. But there is ... there is more. I think something like COA Network is the backbone of their thing, that iTeleCenter.

So if you've ever ... if you've never used a pre-recorded message to educate or to get a message out. Think in terms of a video, you could use YouTube to do the same thing, you could send someone to a video. We ... In Doug's case he didn't really want to do a video. They didn't want to sit down and try to stay on camera for seven minutes (that's not as easy as a pre-recorded voice message).

And believe me, the experience is a little different from an audio recording to a video recording. But could you do that? The answer is you could. I just like the idea of making someone do something and have their undivided attention in a unique way to be a good way to screen people.

And based on those initial responses and what he's gotten in terms of his turnout, he's went from seven responses to 12 responses. That's not quite a double, but it's probably ... What is that? About 75% improvement in the number of people that showed up this year. He spent about the same amount of money, but he almost doubled the results (for the job fair).

But what's even the best part is he spent less time this year because all the screening got done automatically. So I'm just super excited to report on this. I hope you find some value in this message today. And then I hope that if you're serious about putting your recording or I should say your recruiting on ... on steroids that you use a similar system.

Yeah. Rudy, says that Google Voice will work, which is a ... Yeah, sure, cool service there.

All right, so Chad Novak. Chad's on the line and Chad's asking, "Tony, what are your thoughts about viewing resumes on Indeed and then inviting those individuals to apply for a position that they may be qualified for?"

And Chad, I want to ask - do you have any experience in doing this yourself? If I can pull up Chad. See if I can get him on ... on the call.

Tabitha, can you get Chad? See if he's got a voice, a microphone. Let's see.

Hello, Chad. Are you there? So go ahead, Chad. Have you got any experience doing this? You're there, Chad?

Chad: Yeah, I'm here.

Tony: Okay. So ... So have you attempted to go through Indeed and then just look at resumes and then invite those individuals to apply for a position? Have you done that?

Chad: I have not but I am contemplating trying that out. I think Millennials need a little bit more, maybe not caring but they want to feel like they want to be part of something and I think that might be a good opening. But I'm curious of what your thoughts are.

Tony: Test it. Test the only way to do anything and do something different, see if it works. Go pick out five or ten and call them and see what happens. Or send them the thing (call number or job description with instructions) and tell them to apply and see what happens.

Here's what I'm concerned about, Chad. I'm concerned that if you go out attempting to recruit people who have put their resume out there for employers to come shop, they are going to take advantage of the fact that you're shopping and they are going to be pricing themselves higher than someone who may be on the street looking. So my concern is that you may spend more money using that technique.

The second concern that I would have is that how many of those ... how many of those things could you actually go through, review, screen, solicit and then get some kind of progress? Well, what I would suggest to you if you are going to attempt to do this is contact five and see what happens.

And ... and then if you get some kind of a positive response, then think about automating some step of it. And you may have like a video or something already created, Chad. Help me remember. Did you create a video that helps you with recruiting employees?

Chad: I do. I have it on my website. I have an actual employment page with a video on that and I'm on an application that they're supposed to perform.

Tony: Yes, so would you mind if I shared your website on the chat box and so others you can go take a look at it? What is your website address?

Chad: It's www.pondernolonger.com.

Tony: So Tabitha, if you will put that in the chat box - Pondernolonger.com?

Chad: Correct.

Tony: Yeah, so if you can ... you guys might take a look at Chad's video. I thought it was nicely done. He's got a professional office, a great background. He looks good on the screen. You seem confident and all those kind of things, Chad. So ... so I'm just a little concerned about how much traction you'll get. But if you'll report back to us in a couple of weeks your results that would be really helpful, man.

Chad: I have tried from the previous call. I did see your little hint to what you're going to do today. And I did put an ad on Indeed with me the "Fresh Start". And I didn't get as much traction as what you have with it.

But I'm kind of also pre-screening them that they have to go to my website, fill out the application, and then call me between noon and 1:00.

Tony: Yeah, and your application follows along rather nicely with my recommended format. But it is kind of a long web form, right?

Chad: Yes.

Tony: So you're asking them to do something that's going to take a little time. And I think that's terrific. So it's okay if you don't have hundreds of responses like that. Like I told you I got a 104 people who could hit the click button, the "submit" their resume, which means they've raised their hand, we got their attention. But it doesn't mean they're qualified. It doesn't mean that I even want

to waste a minute with them. It just means that they are considering, thinking about it, the headline was attractive to them. And so it's now up to me to take the marking to perhaps another level.

And so the ... the next step was for me to send an email, I basically told them that ... that we don't intend on spending a minute looking at a resume if someone can't follow instructions. And because if you can't follow instructions before we hire you, you're probably not going to follow instructions after we hire you.

And so I may be viewed as a little bit cocky or a little bit unappreciative or maybe even a bit on the disrespectful side. But frankly as an employer I feel like that it's my responsibility to protect my schedule and not ... not be subject to being pulled and tugged from 20 different ways when someone decides they want to respond to my marketing.

So I think having them call in a specific time, Chad, is just going to help you get in front of the best people and ... and help narrow that prospect list down. It's that self-sorting, self screening process.

Chad: Well, and I think what I need to do better of – honestly in the ad - is to let them know that you are going to be evaluated on how you follow the process versus saying, "Here is your next step." And maybe they're thinking, "Okay, well, I'll do whatever I want to do."

Tony: Yeah, what do you think about ... about Doug's recorded message there? Give me some feedback.

Chad: I liked it. It's another way to think about the process a little bit different than the way I do it. I'm always looking to improve on it and that's kind of why I'm contemplating maybe trying a couple letters that are coming or I can invite them to apply, and then they continue the same process.

It's more of filtering them in there and see if they can do it and just look for different avenues to achieve the same goal.

Tony: All right, super. Well, look if you will - I'm going to ask you to report back to us on the next call. Let us know your research goes with that. In the meantime I'm getting a message here from Hobie Barrett and his wife, Jennifer is an HR specialist, and we're going to hear some comments from her in just a moment, all right?

Chad: Great.

Tony: So thanks for ... Thanks for talking with us, Chad. I really do appreciate it. And so Hobie, let's see if we can get Hobie on the line, if you can unmute yourself, Hobie, that'd be great, if you can ... if you and Jennifer could join us for a few moments. I'd love to hear some feedback from Jennifer, our Savannah base, Savannah, Georgia based Human Resources professional.

Hobie: Tony.

Tony: Hey, Hobie. Thanks for that very kind letter you sent me this week. I really appreciate it.

Hobie: Oh, yeah.

Tony: Well written information you sent in there young man.

Hobie: Thank you. We're on the road so I hope the audio is not too bad.

Tony: You sounds great, man. Go ahead. Hey, Jennifer.

Jennifer: Hi. Hobie put me on the spot here.

Tony: No, I think that's great, man. I think it's great. So just ... You and I know each other because you've attended I think a couple of profit builder events with Hobie in the past, but if you could just for the benefit of the rest of our audience. Jennifer, could you tell everybody a little bit about what you do as a profession and so they can get a background, all right?

Jennifer: Yeah, absolutely. So I have been with a company called TMX Finance for about four years now. I started out in recruiting where I recruited for our store locations for about two years all across the country.

From recruiting I went to project management - managing just a lot of our talent and HR initiatives and now I focus a lot on employee training and development, so just a lot of stuff in terms of people management that I do for the organization that I work for.

Tony: Terrific. So if you guys get in here right at the beginning, she's with ... Is it TM Finance? What is it?

Jennifer: TMX. So if you're familiar with a Title Max Store or a title max location or even an [unclear 01:21:24] store, the corporate office is based in Savannah. And I work for that corporate office.

Tony: Yes, so title max ... title max for those of you who don't know is a company that allows people to come in with the title of their vehicle, and in exchange for turning their title over to the company they will give them some cash. It's like a bank loan system with what is a pretty high interest rate, correct or incorrect?

Jennifer: That is correct.

Tony: Okay, so they are ... They're like an alternative bank for folks that have less than perfect credit, but they do have an asset such a vehicle. Now Jennifer, tell everybody if you can just a little bit about the type of positions you're recruiting for while you were working as a recruiter?

Jennifer: Absolutely. Well not for Hobie, but for TMX I typically recruited entry-level store positions, so starting with the customer service representative. The position started anywhere from about 10 to 12 an hour up to our general manager position which was a 50 to 60K position depending on the location.

They were heavily ... They were had a lower base, they had a 30K base with a lot of bonus opportunity. So it's translated well into Hobie's business, because it's really competitive considering the market that we're in. A lot of times the recruitment process just requires that you get over the initial hurdle of a business that you're in.

Tony: Right. If everybody ... I want to make sure everybody heard that. Jennifer was recruiting for entry-level positions at the 10 to \$12 an hour range. Does that sound familiar to anybody on the call today? Yeah, Everybody, right?

Jennifer: Yup. So I wanted to ... Go ahead, I'm sorry.

Tony: I want to make sure I got a little feedback from you, did you listen to the entire broadcast so far. Have you been with Hobie for the whole broadcast today?

Jennifer: I actually just started ... just got in with him about when I heard the last gentleman speaking about Indeed, so I didn't hear the first part, but I heard the Indeed part.

Tony: All right, I got you. I got you. So you got some feedback?

Jennifer: Yeah, so we ... I actually ... I don't remember the gentleman's name who asked about reaching out to people on Indeed.

Tony: Chad, yeah, Chad Novak.

Jennifer: Chad. Chad Novak. I actually was very successful in recruiting women on Indeed. We currently use it for Hobie of course. When you initially sign up they'll give you 50 free contacts at least. Of course when you're reviewing resumes on Indeed you can't hit their phone number. It won't give you the phone number. It will only allow you to contact them through Indeed.

And there's a little message bar on the side that will allow you to type a message in. And that message will stay there, so it's already you can copy and paste it or you can save it as like a small template to help speed up that process if you're going to opt to reach out to people.

I would encourage you that you use that type of feature for your ... for your positions that you're not getting volume for. If you're not getting a volume ... the volume of applicants you need to be able to screen.

One thing I would be mindful of as well is that when you're ... when you're searching candidates you can literally go in type landscaper or planting or landscape technician and then your area, and you can pull up the candidate in your area that have that on their application.

You might want to play a little bit with it though, because it's going to narrow it down to just that specific language. So if you're open to hiring people in another industry, whether it'd be construction or some kind of that nature you want to do those searches as well.

Tony: So your recommendation first is to search for candidates with language in their resume that matches the job.

Jennifer: Correct, what you're looking for.

Tony: All right.

Jennifer: The second thing would be once those pop up, this is something ... at least in my style of recruiting I want candidates that are hot off the press. I don't necessarily want someone who's been looking for six months ... **I want someone who's looking for a job, need a job now ...**

Tony: Oh, oh, you're breaking up. Yeah, we're losing you.

Hobie: We're in the middle of nowhere.

Tony: Okay. Okay. You want to try that again, Jennifer. We lost you there, honey.

Jennifer: Oh, it's okay. Indeed shows last time updated, and it will tell you when that person last updated their information on Indeed.

Tony: Yes, so what is ... what is the key date range? What do you find, what is new, is it a week, is it five days, is it two weeks, what's fresh to you?

Jennifer: Someone again on the position, I'll usually contact someone up to 30 days, maybe two months and that's if I'm really needing someone. Because a lot of people set up that profile and then they move on and they get their job. And now you're wasting your credit(s) on someone who's not even actively seeking employment anymore.

Tony: Yeah, so it cost you money to get access, right, after a few.

Jennifer: Yes, so after those 50 you can buy credits through Indeed. I believe it's a dollar a contact. My other piece of advice would be the language that you use in the email. So you have the ability to put a subject line and then some text, and then you can send it. Because you'll have that initial, that phone number which is what I really look to get when you're doing like this [unclear 01:27:44] ...

Tony: Oh, oh, we're losing you again. Bad cell. All right, so I got that email was critical, Jennifer, and then that was it. You kind of broke up after that.

Jennifer: Okay, so I would just dangle a carrot in your email, make sure you put what the position is, and that there's a job opportunity in the subject line. And I always let them know that, "Hey, reaching out. I'm very impressed with your resumes." Always compliment your candidate. "We're very impressed with your experience in XYZ."

Tony: Give them a compliment upfront, okay?

Jennifer: Yup, and then ... and then I let them know, "I want to speak with you about an opportunity at a growing company. The pay for this is up to ..." If you do so feel the desire to include that information. It depends on the industry that you're recruiting for. If it's someone who's making minimum wage, you let them know that you pay up to \$12 an hour.

But if that's not your selling point, let them know what it is. We work for ten hours or we have paid time off or whatever your ... whatever your benefit is, you'll want to include that type of information. And just let them know you'd like to speak with them or if you want them to go and look at your website, whatever that next step for you is.

I highly encourage you to try to get the phone number so you can set up a time to speak with them. Because keep in mind these are your candidates who you already know are qualified.

Tony: Right.

Jennifer: Because you searched for them based on what they do or what experience they have.

Tony: Okay.

Jennifer: And so then once you're done, just make sure you include your phone number and your email and website at the bottom in your signature.

Tony: Yeah, so in your case as a professional recruiter, getting someone on the phone often would be one of the real hurdles you had to get them to consider the conversation and let you go ahead and probably conduct some amount of interviewing right there on the fly, huh?

Jennifer: Yes. Getting qualified people on the phone. It's not an issue talking to people that you don't want. But a little more challenging getting the people that you do want.

Tony: Got you. Okay, good, good, good. Any other best practices that you could recommend?

Jennifer: Actually yes and I've got some work to do with this on Hobie, Hobie and myself. But your job description, a trend or something new that I'm seeing in the recruiting industry, your job description should speak to your candidate.

I think right now in ours ... ours is even a little bit, it needs to be revamped. But you don't necessarily need to start out with a lot of information about your company. That information can come later at the bottom of your job description.

But speak to your candidate, "Are you a person who enjoys working outdoors? Are you a person who enjoys the fruits of your labor or seeing your work product?" Whatever it is that you guys are trying to attract. Ask them, "Are you this person? If so, this maybe a position for you."

And then you can go on and tell a little bit about the specific role and what they'll be doing and then of course a bullet point list of those benefits, which I know we just did that. The full time, the updated equipment, whatever your selling points are there.

And another thing actually I spoke with a lady named Mary, she's our consultant with Indeed. She was telling me specifically about Hobie's business. If you're open ... and I know we have this and yours, Hobie, so you might share it.

But if you're open to recruiting from other roles, whether it'd be ... Or other companies whether it'd be fast-food, constructions, warehouses, whatever in your ... Whatever's in your market that you'll pull from include that in your job. This position would be a great transition for anyone with experience in A, B, C, and D.

Because just like your candidate ... just like you go in and search for your candidate, your candidate goes in and searches for what they're looking for, so if they go in and type in warehouse associates, because that's where their experienced is, your job will now pull up on that.

Tony: Yup, good, good, good. Yeah, so guys I hope you heard this. This is really cool to get Jennifer to jump in here and share some of her personal experience. And what you also just said which is a totally different comment is that she has utilized some of the ... some of the Indeed consultants to help coach her to get better results as well, folks who just live in the world of recruiting and processing people - who have maybe the right skills or maybe the right qualifications to join a company.

So when you live in the world of recruiting, Jennifer, I want to just ask you your opinion on this. Do you think that you necessarily have to pay people more to get them to change jobs?

Jennifer: No, people ... No, people would rather have ... there are other benefits people would rather have more than money. And people are looking, there's usually a reason (they're looking), so my approach is typically - "why are you looking" or "why are you open to a new position?". You find that, whatever that ... whatever that thing is that they're obviously not getting, and then explain ... figure out how your company meets that need, and be able to articulate that to them.

With Hobie specifically with you guys, in the industry that you all are in. The equipment is good, we're able to talk about the equipment, the work week, the way the schedule is outline I think is good. He doesn't have his guys working on Saturday all through the year, so that's definitely a selling point I use with his candidates. We haven't had to lay people off in the last few winters, so that's a good selling point.

And even if ... if those don't apply to you - there has to be something that's a selling point for you compared to your competition in your area.

Tony: There you go.

Jennifer: And one more things because I skipped over it. There is a customer service line at Indeed. I've called it just for Hobie. They'll give you suggestions on better ways to word your job description for free. A better way to improve your job ... you can maybe put two years experience in Hobie's job title for whatever reason on their ... how their system works on the backend. And we weren't spending any money with the Indeed through his business. They were just very helpful. So you can always use them as a resource as well.

Tony: Yeah, so did you use the paid functions, Jennifer, while you were doing recruiting? Did you all just pay for the leads after the 50 or whatever was allotted?

Jennifer: So we did the free 50 of course when we signed up, but we had a budget each month. About 50 bucks a month, it would be allotted to source for candidates through Indeed. And it's usually a dollar per time you contact them, not when they contact you back, but when you contact them. So again making sure that your contact is fresh and it's someone that's actually looking and your little email is dangling some type of carrot to make them want to pick up the phone and call you or email you or fill out your application or whatnot is important.

Tony: All right, so hopefully ...

Jennifer: But I guess you just pay for those up front.

Tony: Say it again.

Jennifer: You pay for those actually up front.

Tony: Got you. Okay, you're good. You got anything else, Jennifer or Hobie?

Hobie: I don't have anything.

Tony: All right, well you're going to have to have another person or two this year young man.

Hobie: Yeah, we're working on that for sure.

Tony: Okay, well keep me posted on your progress, and Jennifer, thank you for joining in and providing some feedback today about your experience using Indeed.com and your experience in the ... in the field of recruiting, okay?

Jennifer: Yes, sir.

Hobie: Good talking to you, Tony.

Tabitha: Jennifer, I'll have one more question for you.

Tony: Okay, go ahead.

Tabitha: Do you have any open spots in that ski trip with our Rudy next week? Rudy says we were chatting this on here, fixing her flat in Canada, and ski with them, and I just looked it up and it's beautiful.

Hobie: Yeah.

Jennifer: Yeah, we're actually already bringing an unexpected guest. Rudy knows that I think. So I don't know how much skiing I'll be doing.

Tabitha: Okay.

Tony: Oh, man. And you guys didn't invite me either. What kind of ...

Tabitha: You might want to ... you might want to expound on the unexpected guest.

Tony: You cannot ... you cannot keep secrets on the internet, guys. Have you heard about this?

Hobie: Jennifer's pregnant.

Tony: No way.

Tabitha: Yeah.

Hobie: Yeah.

Tony: Congratulations.

Jennifer: You're right, Tony. You cannot lie from the internet.

Hobie: Yeah, thank you.

Tabitha: You know that was really cute.

Hobie: Thank you.

Tony: That is awesome news, guys. Congratulations. Man, that is something.

Jennifer: Now he's finally got to start making money.

Tony: All right, well - be careful on the ski trip, guys. No broken bones ... before the spring, okay? Or sprained ankles.

Hobie: Yeah, for sure.

Tony: All right, you all have fun.

Hobie: Bye.

Tony: That was fantastic. All right, bye-bye. What a lot of fun, man. What a lot of fun. That is so cool. And here these guys have been developing a friendship here over the past few years as they've been members here at the Super Lawn Toolkit, and so I think that's fantastic. So I'm going to see. Tabitha, is there any other questions have been?

Tabitha: Yeah, I'd actually like to pull Rudy on really quickly if we could. Because he asked a pre-submitted question and I'm not sure I completely understand it.

Tony: Okay, terrific.

Tabitha: He said, "How to deal with employees that stress their legal entitlements constantly with sometimes their false knowledge?"

Tony: Yes.

Tabitha: So I'm going to pull him on.

Tony: Rudy, are you there my friend?

Rudy: I'm here.

Tony: All right. So the temperature in Edmonton now is what?

Rudy: It's going down, Tony. It's going down freezing temperature.

Tony: Yeah, what is that? What is it?

Rudy: Oh, yeah. Well it's -5 Celsius. I think that's about like minus ... that's about 10 Fahrenheit.

Tony: Yeah, yeah, you don't have to have a refrigerator, man. You just sit stuff outside, right?

Rudy: That's right. That cuts the energy bill.

Tony: I hope the only thing you have in your refrigerator is ice cream ... because that's about ... that's about what you could get, right? Frozen ice cream.

Rudy: That's right.

Tony: So what is this question? Help me understand this question more please.

Rudy: So the question is I have an employee and she's ... she's a great worker, but like she keeps mentioning her legal entitlement for paid holidays and work on holidays and just recently coming up unfortunately for her, she had a death in her family so the entitlement for bereavement and then things like this, which in some cases she is ... she doesn't pull the right information, and then she's confronting me on that.

Tony: Wow, okay. How long has this person worked with you?

Rudy: She started in late October.

Tony: So just the winter, huh. Well, Rudy, I don't have first-hand experience with the entitlement programs of the Canadian government, so I might not be the best to comment on that. But I can tell you this. Generally, generally speaking if you have employees who are let's just say they don't seem to have the company's best interest in mind, then a good strategy is to publicize that you are going to be hiring, okay?

Rudy: Okay, yeah.

Tony: So it's kind of like ... I want you to think about when ... when your customers, particularly your commercial customers go out to bid. They go to rebid, what do you ... what do you do as an employer or as the business owner trying to get work? It's called sharpen the pencil, right?

Rudy: Yeah.

Tony: And so I think that ... that sometimes as employers we have to create an environment where employees have to sharpen their pencil.

Rudy: Okay, yeah.

Tony: And that means that - are they doing the best job that they can - are they being as respectful as they can to the company's policies and procedures. And I think one of the ... one of the most effective ways to do that is to occasionally advertise for employees - even if you don't need any, and go through the process of interviewing a handful of people to find out what wage rates you can pay people at or hire people at.

Because, Rudy, one of the most frustrating and even beyond frustrating - it is a crippling problem that we can face as employers - and that is - we get overly dependent on one employee, that one person that just is really good - but then they do something that just takes advantage of the relationship. And I don't have any idea if this lady is going to do that in your case.

But I do believe that when you going through an honest and open recruiting process once a year - it will help you keep your options open as an employer. And remind others (current employees) that you do have a choice. And if that choice means letting someone go, well, by God sometimes we just have to do it. We have to set an example.

And I don't know if that's going to be the case with this young lady or not. But based on kind of how it sounds like you're feeling about it, it sounds like to me it might be time for you to go through the recruitment process. And by the way ... Rudy.

Rudy: Would you think it's a good idea to have an open talk with her about that she's basically ... that she's hired in order to keep the company's best interest in her mind as well or things like that?

Tony: Well, I ... I'm not probably qualified to comment on anything related to human resources matters that could ... that could have a legal twist on them in terms of entitlement programs. But I can tell you this - if you're required to pay five days of bereavement and then you do not do it, then she's probably got a legitimate gripe and you need to fix that in your company, okay?

Rudy: Oh, yeah, for sure, yeah.

Tony: Right. So - but if you have done what the minimum requirement is and you have a written policy that says, "I'm going to do what the minimum requirement is." And you have in fact done that, and then that doesn't seem to satisfy her, then I think that's a good sign that you need to be recruiting and preparing for replacement of this person. Because if it's this today is probably going to be something else tomorrow, something else again, in the not-too-distant future.

Rudy: Yeah, yeah, okay. That makes sense.

Tony: So I'm learning about this ski trip now. I'm just like ... I'm all envious of Hobie and Jennifer and you guys go and skiing, man.

Rudy: Well, how about you ... how about you come up for some hunting?

Tony: That ... it sounds like a great idea. You got a place? What are we going to do? We're going to get like a bowie knife and go grizzly bear hunting or something? What do you got in the mind?

Rudy: Well, unfortunately I'm not a hunter myself, so I don't really have any knowledge about where to go or like how to set it up. But I've heard there's plenty of hunting opportunities in Alberta.

Tony: Right, right. Big open areas. That's right. The moose, the elk, I don't know if there's any elk in your area though. Is it or is it just ...

Rudy: Oh, yeah, we have some elk.

Tony: Okay, and of course the white tail deer maybe?

Rudy: We have some big Wapiti elk.

Tony: Okay, okay.

Rudy: But they're huge.

Tony: All right, so I'll keep my options open on that.

Rudy: All right.

Tony: All right, man. Anything else like I did for you today?

Rudy: Well, I like ... like in regards to that bereavement policy I would urge everyone and anyone who is listening on the call to incorporate that in their ... in their handbooks and in company policy before you have to face that decision what to do and if there's entitlement for your workers. Because I like ... like I was just assuming before, but I have never really researched it myself.

Tony: Okay.

Rudy: So now ... now that I'm facing a decision I'm kind of like looking for all kinds of options and resources. And because bereavement is kind of a touchy, touchy subject when you're faced with that decision you don't really want to go to confrontation.

Tony: Yeah, that's true, Rudy. And so I was thinking about in your ... in your employee ... I should say in your copy of "Employee Systems" book - part of "The Business Building Secrets of a Multi-Million Dollar Landscape Contractor", we do have policy manual. And in that policy manual there is a policy in here I believe about the bereavement. Have you seen this or have you looked at this?

Rudy: We actually adjusted your copy for our company and I can't recall we have it in there.

Tony: Okay, well ...

Rudy: I better check on that.

Tony: Yeah, well, there's ones that's about several types of leaves of absence for someone has to take off for different reasons, this on page 13 of the employee manual. If there's not a bereavement policy here, which there may not have been, it may have been ... I just want to add it later. And I can ... I can certainly share one with you. Because I do have one in a more, I guess you might say a more advanced version of my policy manual.

Rudy: Okay.

Tony: But it will not necessarily comply with anything that is established by the Government of Canada.

Rudy: Well, that's the same because every province has different regulations in that regard.

Tony: Yeah, so you might just get one through the Department of Labor where you're at.

Rudy: Yeah.

Tony: And see what their requirement is and then use their language so you'll stay out of trouble.

Rudy: Yeah, okay.

Tony: Well, good luck. Good luck with that.

Rudy: Thank you.

Tony: It's great hearing your point.

Rudy: Yeah, thanks for helping.

Tony: All right, man. We'll talk to you again real soon.

Rudy: Okay. Bye, Tony.

Tony: Bye-bye. It's always a lot of fun talking with Rudy. He's got such great energy and such a positive outlook about his company and his ... and as he goes about his work. I just appreciate that about him. So good news.

Well if I don't see any other questions now. Chad says, "Thanks to Jennifer and Hobie for sharing their comments." Yup, Chad, we do appreciate that very much. That is super cool. If you have any other questions. Or Tabitha, was there any other pre-submitted questions for today's call?

Tabitha: That was the only one that I had. But I do see a question on here from John Dominy. He's asking, "Can you post the sales copy of the seven ads and automated telephone script?"

Tony: I haven't got it really assembled in a way that I could post it easily, John. But perhaps I'll try to do that in the next call because I'm hoping to come back and give a summary of the final part of the case study. I appreciate the question. I wouldn't be able to do that with today's recording, but perhaps I can in a couple of weeks.

There's a lot of work that went in on that and frankly I did it all for Doug. I probably need to okay it with him before I do that. I did it under the time when which he was paying me to be at his company sitting knee to knee with him. And so I got to talk to Doug about that before I make that promise. But it is a great question and one I'll certainly consider, okay?

What else, Tabitha?

Tabitha: Oh, I do have a comment from Jerry, probably from earlier in the call when you're talking about job titles. And he just said, "These titles make you feel the job."

Tony: That's right. Yeah, yeah, so people ... people get interested in something because they have a feeling. They have an emotional response, and so all those job titles are designed to get to a very specific type of job candidate, and that's exactly what Jennifer was sharing and adding about the comments from the Indeed consultants.

But what it all boils down to my friends is it's simple marketing. If you can identify the target, then you'll know more about what to say. **Marketing is about three things. It's identifying your target, getting the right message, and then deciding on your delivery system.**

And in this case the target is a prospective employee, but not just any prospective employee, in one case - it's a prospective employee who needs job experience, but they have received specialized training.

And when you change the target, the message becomes much more clear - when you focus in on that one type of target candidate, then the message gets easier to write and then finally - the delivery system, and in this case today we've talked mostly about Indeed because that seems to have

probably the most activity these days. They're now marketing their company as the world's number one recruiting website.

Now I don't know if that's true or not, but that's what I heard just this week. So we'll be using that site for a little while. Who knows what the next one might be. But that one seems to be working and it's certainly user friendly, I can testify to that.

Any other calls or any other questions you see, Tabitha?

Tabitha: I think that's all we have today?

Tony: Well, thanks everybody for joining today. Tom, Scott, Rudy. Let's see, Paxton, haven't seen you on the call in a while, great seeing you here. John and John and John and Janice and James. Oh, boy, man it's great.

Hearing, Chris, I hadn't heard from you in a little while so I'm absolutely thrilled to see you on the call. Brian, Almony and Patterson. Lots of Brian's on the call today, neither of which has signed up for our next week's profit builder. So that's kind of like a kick in the teeth, man. Hurts most right after it happens. So you guys should be there, man. Just like you ... You're skipping me this year or something. That's not good.

And then there's ... I see a few people have dropped off since we've been kind of chatting here casually. But it's a lot of fun, man. I just love the feedback and you guys' interaction is always a blast. We'll be getting the recording up a little bit later today if you will go back and revisit this material. You'll have it available really soon.

On behalf Tabitha Lovell, I'm Tony Bass and the entire team here at Super Lawn Technologies, have a blessed weekend and get ready for spring baby because here it comes. Bye-bye.