

Locating Million Dollar Producers (Five Ways To Find Them)

Your challenge is to cast your net with the right bait, and do it consistently...
(Don't give up if you pull it in empty every once in a while).

Five Ways To Find Candidates:

1. Your Staff – Cork Board:
 - a. Have your “Perfect Candidate” checklist ready.
 - b. Host a meeting to share with your staff your “Perfect Candidate” checklist.
 - c. Ask them to think about friends and acquaintances that might come to mind.
 - d. Request they search their social media accounts for any talent.
 - e. Periodically remind them of your search and ask for referrals.
2. Facebook or LinkedIn
 - a. Review your social media accounts for candidates that you feel might match your “Perfect Candidate” checklist.
 - b. Get staff members and clients to review their accounts as well; be sure to give them a copy of your “Perfect Candidate” checklist.
3. Your Clients
 - a. Share your “Perfect Candidate” checklist with your clients.
 - b. Ask them to think about people they know who might fit that role.
 - c. Ask them to review their social media accounts and connections.
 - d. Have them spread the news to their colleagues, friends and family.
 - e. Remind/Ask them periodically and ask for referrals.
4. Friends
 - a. Share your “Perfect Candidate” checklist with your friends.
 - b. Ask them to think about people they know who might fit that role.
 - c. Ask them to review their social media accounts and connections.
 - d. Have them spread the news to their colleagues, friends and family.
 - e. Remind/Ask them periodically and ask for referrals.
5. Run Ads
 - a. You can run free ads and paid ads; remember the wider you cast your net the more chance of finding the right ones.
 - b. Example Free Services:
 - i. Indeed
 - ii. Craigslist
 - iii. USAJOBS.gov
 - c. Example Paid Services:
 - i. StaffMyAgency.com
 - ii. Monster