

How to find new hires and recruits in your database

1. You have two options to find new talent. You can _____ existing talent or hire and train _____ talent.
2. No matter who you hire, you'll need to provide them with a _____ huddle, _____ one-on-one, and _____ training. Put it in your calendar.
3. The path for **new talent** is calling _____ leads, to calling _____ leads, to _____ agent and then to _____ agent.
 - a. Offer them an _____ or a _____.
4. Always hire in _____ to minimize your risk. Motivation is the most important trait, followed by job behavior fit and intelligence.
5. The currency for **existing talent** is _____.
 - a. If not, then it's _____ and _____.
6. It all starts with an _____ to your entire database letting people know you have opportunity and to contact you. (example)
 - a. Run a _____ ad optimized for lead-generation to your warm Facebook audiences, too. (example)
 - b. Post your position on _____ jobs and run it on _____ to get more applicants, too. (example)
7. Make sure you have a _____ to manage all the responses and follow up dates, just like any other lead. You may want to consider hiring an _____ part time to focus just on this for you.

8. I recommend you invite them all to a _____ so you can explain your story, your customers, how your business works, the pay and more *before* your one-on-one interview.
9. To recruit existing agents, it starts with a personal _____, *one-by-one*, to a purchased list of licensees in your MLS. (show example)
- a. You can buy this list from _____ or from _____.
 - b. Make sure to clean the emails through _____ before you send any email to a purchased list, and make sure you send them email through a _____ domain so you're not blacklisted!
 - c. Don't send out more than _____ cold emails a day.
10. Example recruiting offers to existing agents to get their attention by bringing value to them and being helpful/useful to help grow their business are:
- i. Agent success stories
 - ii. Invites to team meetings / training
 - iii. Business planning workshop
 - iv. Q&A Tip / Insight
 - v. Marketing examples
 - vi. Work our extra leads
11. You can start a whole _____ training video blog to recruit real estate professionals over time to work for you. (example)
12. The typical recruiting funnel is:
- a. Subscribe to my free newsletter
 - b. Sign up for my training events
 - c. Book a one-on-one strategy call
 - d. Join our team or buy my coaching