

RECRUITING TIPS

Before you bombard the world with news about USMR's EAP, take a minute to plan your approach. Like most things in business, planning makes for more effective decision-making. Before you start to recruit, consider the following:

NO BUDGET?

If you use free advertising, you should have lower expectations than you would have if you were paying. Here are a few no-cost methods of advertising:

- If you have a store-front or office that people pass by, you can post a help-wanted sign in your window. Be warned that you may get people coming in all day, and at times when you're busy - be ready to deal with them.
- Call friends and business associates. They may know some people interested in making extra money.
- Send a letter or call the local Real Estate Board, Education Association, Association of Mortgage Brokers, etc., and ask the chapter president to share the information with members, or to let you make a presentation at their next meeting.
- Some smaller newsletters and community newspapers will let you advertise for free or at low rates.
- Take advantage of bulletin boards wherever you find them: libraries, grocery stores, community centers, local schools and universities, condominium complexes, and the Internet. Be sure that you get permission to post, if it's required.

SMALL BUDGET?

If you have a budget big enough to handle only one ad, in most cases your best bet will be the classified ad section of the Sunday newspaper. Be sure to make your ad stand out by boxing it in, adding a graphic, or **bolding selected words**. Despite the discussion that the best opportunities are never advertised, many people place ads in the newspaper and most opportunity seekers read them. Not only that, but the trend seems to be that some newspapers are putting their classifieds up on the Internet, so you may get more exposure than you bargained for. You may consider doing some on-line advertising, too.

BIGGER BUDGET?

If you've allowed for a bigger budget, chances are that you're placing a high level of importance on recruiting. If you have the time and money, consider a bold boxed display ad in a newspaper or trade journal (to attract people with specific skills or industry experience).

Other alternatives to consider if you want to reach a huge audience and spend more are television and radio.

PERSONAL RECRUITING

Personal recruiting is another way to target people who may be interested in USMR's business opportunities. Personal recruiting is just that — personally looking for, meeting with, or contacting people whom you would like to recruit.

Referrals from people you know. Everybody knows someone who needs extra income. Referrals can come from colleagues, employees, and friends. You can also call people you know and ask them if they are aware of anyone who needs to supplement their income. Recruiting referrals from friends or acquaintances has several benefits. Referrals can bring in quality recruits and can create a pleasant environment where representatives support one another and work harder.

Tip: If personal recruiting is something you want to try, a common way to get involved in personal recruiting efforts is at local job fairs. Watch the Sunday classified ads for announcements about upcoming local job fairs.

Recruiting at schools. One advantage to school recruiting is that you can often get an "ad" placed on a school bulletin board for free. College students are often very interested in starting their own business that they can run part time. Also, high schools and colleges are great places to find teachers who want to work for the summer or supplement their income year-round. Ask the school's office/guidance office for permission to post announcements on the school's student and teacher bulletin boards. The best time to post jobs on such bulletin boards is in the spring, toward the end of the traditional school year. That's when most students (and teachers) become available due to summer vacation or graduation.

Career services. Most large colleges and universities have a placement office or career counseling function that interacts with employers to place graduates. You might consider contacting that office at a local university and checking into when you might be able to recruit students. Often the office will put up a posting of your opportunity and even set up an interview schedule for you.

MEASURE YOUR SUCCESS

When using USMR's Toll Free Recruiting Hotline (800-365-7550), be sure to include your USMR ID# as the extension so your prospects will be assigned to your downline. To help you recruit more representatives in the future, keep a file of your Ad Response and Downline printouts, as well as all the ads or other recruiting methods you've tried, and make a notation as to the number of responses (and recruits) received through each recruiting channel. That way you'll be able to recruit more quickly and effectively next time.