

Fishing for “A” Candidates in a Digital Pond

A guide to recruiting top talent to your firm by having intriguing conversations over social networks and RSS

By: David Eisaiah Engel

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Introduction

Networking is the best way to find “A” candidates for your firm.

Think about it.

Typically, “A” candidates already have a job. And there are tons of other firms trying to recruit these candidates as well.

How long would an “A” candidate last on the job market? Not long. Immediately, that rules out a good majority of the resumes on job-hunting websites, job fairs, etc. I can make such a claim because of the 80-20 rule. 20% of the people in your company do 80% of the work. And within those 20%, another 80-20 rule applies. I’ve seen it time and time again, where a few people are driving the entire company. How many of these folks, really, do you think are on career websites?

Tom Feltenstein, world-renown marketer and one of the reasons for McDonalds’ success, says the problem in staffing is “we hire people based on what they know and fire them based on who they are.” His point is that we’re too quick to hire people based on an impressive resume and too slow to fire them when they’re not performing or not fitting in.

We must avoid this problem entirely by hiring people based on who they are. And, the only way to know who they are first is by **networking**.

“A” candidates come when they’re ready. They hardly come begging for a job. It’s a mutual choosing that happens when you hire them.

I highly recommend networking everywhere to find “A” candidates. Network in the elevator, at the store, go to conferences, meetings, and online communities.

This eBook focuses on how to meet “A” Candidates in online communities and continually engage them in a dialogue – without much effort. You can also bring people you meet offline into this dialogue.

The purpose of this dialogue is to build a community of “A” candidates that know you and will knock on your door when they’re looking for a career change. It will also produce a natural referral base.

While many social networks would work for this purpose, I’ll use Facebook to illustrate my concepts. I use Facebook exclusively, and I believe it’s the best network out there. Here are some reasons why:

- It has 120,000,000 active users
- Easy to find people in groups and profile searches
- 2/3 of the major advertisers in the U.S. work with Facebook
- Microsoft spent \$240M to buy advertising on Facebook
- Newsfeeds, live feeds, and RSS distribution keep friends in constant contact

Policy #1 – Pay Employees for Successful Referrals

One of the most effective networks you can tap into is your own employees' family and friends.

It's very simple, really. Tell your employees that you'll pay them \$1,000 per junior associate and \$5,000 per senior associate you hire - that they refer.

They'll be keeping a look out for great quality people for you without you having to do any advertising, hire any recruiter, write any press releases, or put up a "Help wanted" sign.

This social network recruiting strategy that I will discuss works much better if this program is in place.

3500 Handshakes in 1 Year

All it takes to make 3500 handshakes is 10 employees taking 10 minutes every Sunday night to add 7 friends. Do this for 50 weeks out of the year, and that's 3500 new handshakes for your firm's recruiting efforts.

And unlike a normal handshake where you meet and then disappear, the conversation keeps going.

Make your 'Handshakes' a request to become online friends. (In the U.S., complete strangers will often accept these requests and become online friends.)

Friends in Facebook see what other friends are doing, thanks to a feature called Live Feed. Whenever your employees use the network, their friends can see what they're up to. This continual exposure will keep your employees at the forefront of their friends' minds.

Each online friendship is an information pipeline that you can use to deliver advertising for free.

We'll talk about this later. You should know, right now, that this advertising should contain mostly value-added information. Articles, links, pictures should all contain valuable information that is intriguing to your audience. The advertising happens during or at the end with a line like 'By the way, my senior partners and I are looking for quality candidates. Message me if you're interested.'

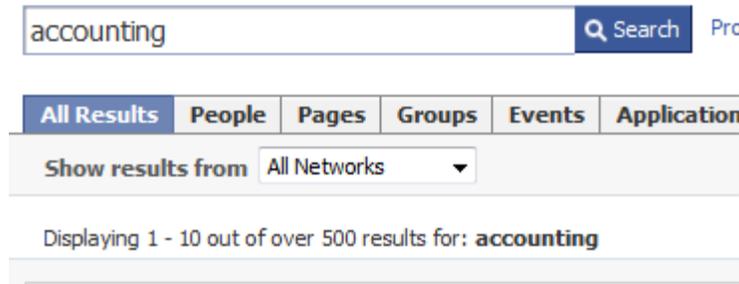
We'll go into more detail about how to create and deliver this data later with RSS feeds.

Finding Eagles in Groups

One of the best places to find people is groups. Facebook Groups are where people with common interests congregate.

You can find groups by typing in a query in search like 'accounting.'

Click the tab that says 'Groups' to get all the matching groups:



The screenshot shows a search bar with the text 'accounting' and a 'Search' button. Below the search bar are tabs for 'All Results', 'People', 'Pages', 'Groups', 'Events', and 'Application'. The 'Groups' tab is selected. Below the tabs is a dropdown menu labeled 'Show results from' with 'All Networks' selected. Below the dropdown is a line of text: 'Displaying 1 - 10 out of over 500 results for: accounting'.

The groups that come up will either be in your network or in the global network.

You can tell which network it is in because local will have a text-label network next to it. And global won't say 'Network:' on there.

Many times, unless you're part of a university's network, most of the professional groups will be on the global network.

That's okay, because if groups aren't getting you close to locals, then you could try doing profile searches. I'll cover this later.



The screenshot shows a Facebook group listing. On the left is a profile picture of a man in a white shirt and tie. To the right of the picture is the text: 'Group: Accounting Is For Gangstas', 'Network: USC', and 'Size: 123 members'. On the far right is a blue link that says 'Join Group'.

Notice how this group says *Network: USC*. You will find many network-only groups if you're in a University's network. Otherwise, you'll probably see more Global Network groups - groups available to all of Facebook.

Into the Groups

Get into the group, by clicking on the title of the group.



Group: **FINANCE & ACCOUNTING (CA, CMA, CGA) - Open Jobs (Canada & USA)** [Join Group](#)
Size: 1,569 members
Type: Business - Employment & Work
New: [11 More Members, 2 Wall Posts](#)

You would click on the blue link: Finance & Accounting...

And then scroll to where it says 'Members' and click 'See All.'



FINANCE & ACCOUNTING (CA, CMA, CGA) - Open Jobs (Canada & USA)
Global

Basic Info
Type: Business - Employment & Work
Description: This is an open group for professionals involved in the finance and accounting industries. In here open roles will be posted for your consideration and further discussion.

Contact Info
Email: bvanschaik@rim.com

Members
Displaying 8 of 1,569 members [See All](#)

 Gaurav Sekhri	 Harvey A. Goldstein	 Mohamed Elawadi	 Kristin DeGeit Gallant	 Mohamed Deghady	 Kate Kislova	 Rahat Kazmi	 Amjad Yuones
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Then just look at the people you think look smart and click 'Add friend' next to their names.

Follow the instructions in 'Adding Friends' for tips on how to make the addition successful.

Finding Local Eagles by Profile

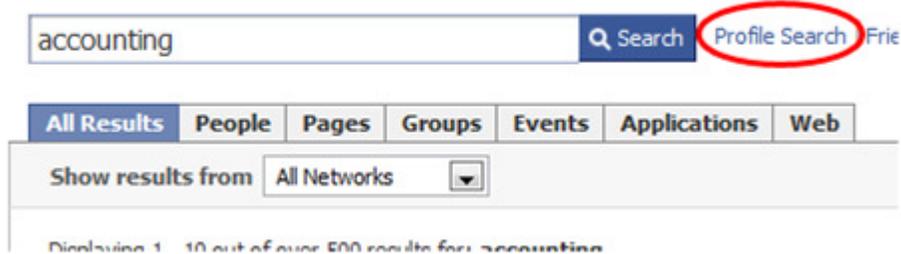
Besides groups, you can find local candidates in an advanced search.

To do an advanced search, log into Facebook. Copy and paste this URL into your browser: <http://www.facebook.com/advanced.php>

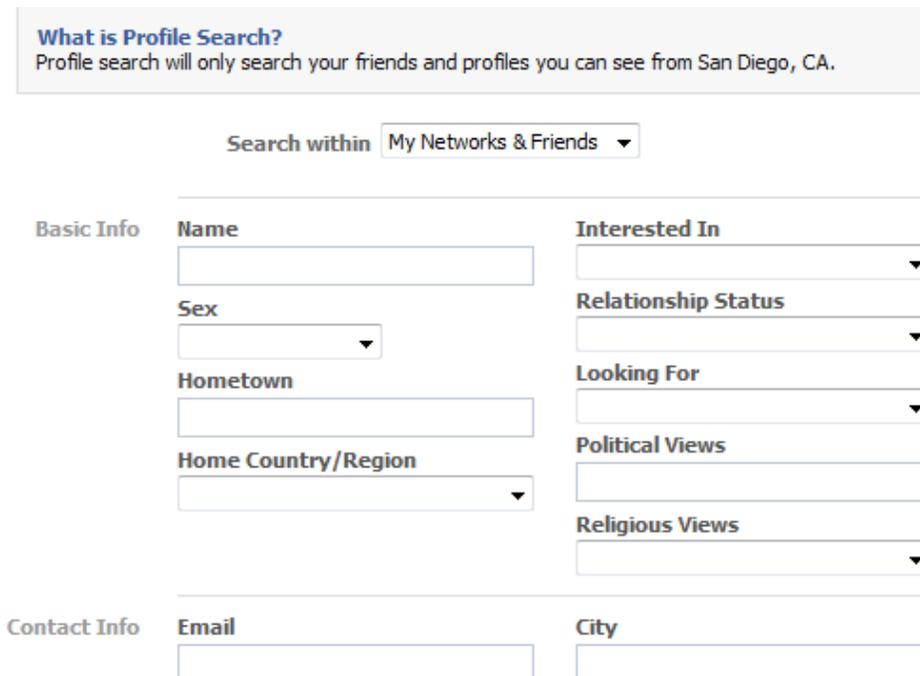
If you can't get to the advanced search page that way, then do a search by typing in 'Accounting' on the top right search box:



Then on the results, click the link that says 'Profile search'



You should see the Advanced Search ("Profile Search"):



Leave everything else blank and

1. Scroll down to 'Work Info' and write the company you want to find people in - e.g. Deloitte

This will bring up everybody at that company in your network. So if you're in the San Diego, CA network and you search for Deloitte, you'll see a list of people in San Diego who work at Deloitte.

You could get even more specific. Let's say I want to search for people in the *City of San Marcos* on the San Diego network:

1. Scroll to 'City'- enter the city you want to search (e.g. 'San Marcos')
2. Scroll down to 'Work Info' and write the company you want to find people in - e.g. Deloitte

This will show you all the people in San Marcos who work at Deloitte and are in the San Diego, CA network.

When you get the list of people, add the smart-looking people as friends - as described in 'Adding friends.'

Tip: The big firms in your industry produce the most results when searching this way. E.g. accountants in Los Angeles would want to search for Deloitte Los Angeles.

NOTE: Be sure not to add more than 15 friends/day. Adding too many will trigger a flag in Facebook and you could be banned for Spamming.

About Networks on Facebook:

A network can be a certain geography or organization. People across networks can interact with each other. But you tend to have easier access to people on your network. They come up first in the searches, etc.

In the U.S., the geographies are cities. And the organizations tend to be large corporations and universities. You can be a member of several networks at a time. Most people are part of their city's network. Many young people choose to be both part of their university's network and their city's network.

This young CPA is part of his University, City and Company's networks.

Basic Information	
Networks:	USC Alum '06 Los Angeles, CA Deloitte
Sex:	Male

Adding friends

What you say on the first impression is important.

Let's see what needs to happen when you click 'Add friend'

Add David as a friend?



David will have to confirm that you are friends.
You may only add people as friends on Facebook if you know them.

Add a personal message: [Cancel](#)

Hi. I'm a CPA in San Diego, too. I post a lot of useful information for our community on my notes. If you have RSS, you could subscribe here.

Enter a name for your new Friend List:

 Professionals

[cancel](#)

If you add David as a friend, he will be able to see your profile.

[Add Friend](#) [Cancel](#)

Say something compelling that explains what you're looking for. Click the link that says 'Add a personal message...'

Use my line or write your own.

The next option is to 'Add to a friend list...'

Put them on a friends list. This will help you track your results and will give you the ability to message everybody at once if you want to.

NOTE: Messaging everybody at once is something that should be done once in awhile. Most of the communication should be by adding interesting content, which we'll get to later.

This is what they see on their end:

 **You have a friend request.**



Joe Profesional (San Diego, CA)

“ Hi. I'm a CPA in San Diego, too. I post a lot of useful information for our community on my notes. If you have RSS, you could subscribe here: <http://www.facebook.com/feeds/notes.php?id=3406048&viewer=3406048&key=ad2dfc8008&format=rss20>. ”

You have no friends in common.

[Add to a Friend List](#)

[Confirm](#)

[Ignore](#)

[Send Message](#)

Adding friends will put people in your network and will constantly expose them to your News Updates, Live Feeds, and if they subscribe to your RSS feeds, they're likely to see every article that ever gets redistributed through your profile. This information is the key to establishing your online relationship.

RSS Feeds Unlock the Power of Internet Recruiting

What is RSS

It's a format for delivering web content. The information that's broadcast over RSS is rapidly updating like news, blogs, weather, etc.

RSS readers receive these information streams and present them to the user. RSS readers are everywhere, and they're built into the most popular applications like Google's iGoogle home page, Internet Explorer, or Microsoft Outlook.

Users can import the feeds into their own RSS reader and keep track of information without having to go to the actual website. Popular readers include MS Outlook 2007, Internet Explorer, Google Desktop, and the iGoogle homepage.

About RSS and Web Content

As social networks decentralize and open their borders, my prediction is that RSS is going to be more and more important in communicating social interactions across the internet. The day is already here where someone's Blog Post updates on their social network's site instantly. I also think that the most effective ads on the web will be full of useful information and be delivered via RSS. This is the ultimate blend of "permission based marketing" and useful content.

You want people to subscribe to YOUR RSS feeds. They'll be subscribing to the feeds from an individual employee's Facebook profile. The employee doesn't have to write this information, though. It can originate from a central, company blog.



Picture: the flow of information from a Central company blog to employees Facebook profiles, to the people your employees network with.

The benefits to having the information come from the employees profiles:

- 1) Employees look like knowledgeable company ambassadors.
- 2) Readers know who in the firm to pass their resume to.
- 3) Employees get rewarded because they can track new recruits back to themselves.

When a potential recruit subscribes to your RSS feeds, you have permission to advertise to them again and again. They, after all, voluntarily subscribed to your feed. And they can unsubscribe at any time.

By the way, your employees don't have to use Facebook to get RSS subscribers. They could just as easily email the link to subscribe to the RSS to people they just met in the elevator.

What to Write

Here is an excellent article from <http://GlobalPRBlogWeek.com> about starting a blog for professional services firms:

http://www.globalprblogweek.com/archives/how_to_launch_a_corp.php

You could have internal employees write. Or you could have an external agency write your blog posts.

Here is an article from Trish Jones about how blogging got a publisher to seek her out:

<http://www.trishjones.com/can-a-blog-sell-your-professional-services/>

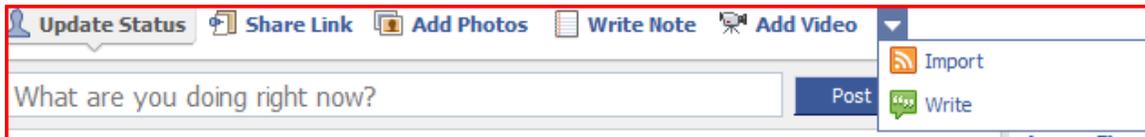
Also, Mentastone can consult with you on what content to publish.

RSS Travels Through Facebook at Light Speed

Save time by writing the notes on a central site and have each employee hook into the RSS from that site. (A "central site" could be something as simple as a free Blogger account.)

The Facebook RSS importer will take the information from the "central site" and paste it onto the employee's profiles. **To their friends, it'll look like the employees are writing this information.**

To import RSS information into Facebook, go to your profile. Click the arrow next to Add video and click the Orange Icon – 'Import.'



You will now be distributing all the information through that import source through your network. Everyone who is subscribed to your notes will see the posts that originate on the import site.

Even if you don't visit Facebook during the week, if there is posting on that import site, information is going to come through your profile anyway.

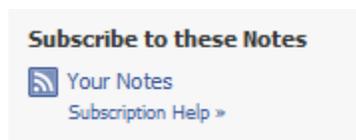
This information will show up in the Live Feed - available from the homepage when they sign into Facebook.



Redistributing the RSS

Here is the link you'll use when you tell people to subscribe to your RSS feeds:

Applications bar (right side of home page) > Notes > My Notes (at top) > Your Notes (right - under Subscribe to these notes)



Write to Win Hearts

"I have seen one advertisement actually sell not twice as much, not three times as much, but 19 ½ times as much as another. Both advertisements occupied the same space. Both were run in the same publication. Both had photographic illustrations. Both had carefully written copy. The difference that was used the right appeal and the other used the wrong appeal."

- John Caples in *Tested Advertising Methods*. Prentice-Hall, 1975

What differentiates you from everyone else is not that you're on Facebook or that you use technology like RSS. You are different because the articles you write will spark fascinating conversations that pique your prospects' curiosity, sets their desires ablaze and give wings to their imagination.

The reason for all these conversations is to build an enormous pipeline to the finest "A" candidates in your area. Roger Hamilton, Chairman of the XL Network talks about 'catching butterflies' in a way that makes sense here:

Think of this book like a blueprint to build a garden that naturally attracts butterflies. You'll have a huge amount of content out there where people can find you and learn more about your employees and your culture.

Whereas focusing on recruiting only when you need people is like swinging a net to catch butterflies— just 1 little butterfly at a time. This is far less productive because momentum is starting and stopping all the time.

If your copy can win your prospects' heart, you can win them to your firm. People want to be part of something meaningful and bigger than themselves. Knowledge workers want to be empowered. They want to know their contributions at the office make a difference. And they want to be appreciated and trusted.

Experiment Proves Facebook Posts Get Responses

To prove it to you that people read notes on Facebook, I created this post on 11/11/08

I did no promotion of this note.

The results were exceptional. 19 responses in 4 days. This is just 1 note that got noticed all by itself on my profile in 4 short days.



Your Notes

[My Notes](#) | [Notes about Me](#) | [David's Profile](#)

I'll pay you \$21 if you comment on this post RIGHT NOW! Share +

Tue 4:47pm | [Edit Note](#) | [Delete](#)

I know this sounds crazy, but trust me, I WILL GIVE 1 person who comments on this note a check for \$21.

The purpose is to measure how many people read facebook notes when they're published. I'm writing a new book, and I want this information to prove a point.

JUST LEAVE A COMMENT ON THIS NOTE, so I know you're here. Say something as simple as 'Here'

I'm going to close my eyes and select someone at random to receive the prize at 2:10 pm on Sat Nov 15th. I'll post the winner immediately.

All I ask - if you win, is please to write a comment when you get the check and tell everyone you were actually paid.

There is NOTHING for sale here. Just experimenting how many people respond to wall posts. I would've preferred to use a naked woman like the famous posters in Paris during the 1970s, but Facebook would probably kick me off.

\$21

seriously

Building Your Own Digital Recruitment Network

Mentastone can help you build your digital garden to attract “A” Candidates.

With Mentastone, **you’ll be set up no time.**

You’ll rest assured knowing that your copy is compelling and getting results.

Plus, we’ll make sure that the information you’re sharing with the world is consistent with your brand’s promise.

And most importantly, we’ll teach you how to make sure that you’re finding the right, local “A” Candidates that will add so much value to your firm.

Call today for your free consultation. We are available at (760) 598-0904.

Thank you,

David Eisaiah Engel
President, Mentastone

de@mentastone.com

PS: We don’t necessarily have to use Facebook. The principles will be similar, however.

About David Eisaiah Engel



"I draw upon my experience in sales to construct advertising that says k'ching.
- David Eisaiah Engel

David pushes your customers 'buy buttons'. His titles over the years include: door-to-door salesman, account executive, fund-raiser, sign-holder, sales associate and copywriter. David's most intense sales job was writing copy and taking photos of over 1,037 car stereo products in 1 month! He uses his experiences and studies of sales to construct advertising that pushes your customers' 'buy' buttons.

David gives you great ideas. He comes up with big ideas that stick in customers minds. He also finds effective places to put advertising. His recent innovations include: Vehicle Affiliate Advertising, a Facebook community recruiting method, the first BillQuick ROI calculator, and Name-tag Advertising.

David studies your customer, so your campaigns are on point. Good research = good aim. That's written on the wall of David's office. He won't write a word until he knows exactly what will make your customers say 'MUST HAVE!'

David gives you break-through advertising. He thinks the world is too fast-paced to be satisfied with what he already knows. David pours through books, articles, and networks to make sure his clients always have the latest, most effective advertising!

Contact David at 760-598-0904 or write de@mentastone.com