

3 Step Messaging Routine



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RECRUITING COACH



3 Step Messaging Routine

- Reason for reaching (Make it all about them)
 - Content Created
 - Content Engaged with, either mine or someone else
 - Posted about Hiring
 - Can work, but late to the game and competing against other recruiters
 - Candidate Search
 - Personal Attributes - not as desirable
 - Schools, Hobbies, Associations, LI Groups
- Body (What you have to offer or your unique selling prop)
- Call to Action (Request one time or one action)
 - Call Back
 - Respond to Message
 - Engage with this Post
- Pull away - let them know we're good either way

SCRIPTS TO WORK OFF:

THE JUGULAR

The reason I am reaching out is because I saw that your company is growing and it looks like you're specifically hiring a (Insert position).

What if you could (insert benefit) without (pain) and (Insert benefit).

If you give me a shot Thursday at 11 to unpack how vp's of sales are saving time & money on their hiring process as a result of our service, I promise we can part ways if you're not impressed.

Either way, I am a big fan of your company & hope you are finding great talent.

FREE RESOURCE APPROACH

The reason I am reaching out is because I loved your post about (Blank) the one thing that really stood out to me was (Blank).

I have an idea on how you could (insert benefit) without (Pain).

If you would be interested I have a free resource (Insert title) that can help you (benefit) without (pain). Give me a yes or thumbs up and I will send it over.

Either way, I see the difference you are making in the market and I'd love to stay connected.

RESEARCH APPROACH

I am reaching out because I noticed on your profile (specific interesting qualification). (that you are the XXX at XYZ company) and I've been following you for awhile and I'm impressed

My company (insert positioning statement) and I are reaching out to do a little market research.

We've been going through a crazy year this year, but from what I'm seeing on my end, the market is really starting to move and pick up. Curious are you hiring efforts full steam ahead, key positions only or still frozen. Your feedback would be greatly appreciated.

In any case, the work you are doing is inspiring and I'd love to stay connected.

BASIC CANDIDATE OUTREACH

I am reaching out because I noticed on your profile (specific interesting qualification)

I've been retained by our (describe client) to identify top talent for a (insert position) (that will report to the (blank) , and partner with other leadership to develop the reporting and strategy to ensure they achieve their business objectives).

Not sure if you'd be interested, but based on your profile, you'd be a phenomenal fit. If it could be something worth learning more, just let me know. I'd be happy to share more details with you, or anyone you might know with a similar skill set.

Either way, I wish you nothing but the best of luck in your career.

For Loom Videos, pull up the candidate's profile/content/post on LinkedIn while you are recording.

Be sure to speak to the camera lens, not the screen. Don't have to be perfect. Be genuine and energetic. "Fail on the side of great energy".

Right when you start the video, do a basic scroll on their profile. The thumbnail is somewhat of a GIF, so it will move and be more appealing.

Do this 3-5 per day - no more than 30 minutes per day

- Like & comment on content for people reaching out to
- Track this on a spreadsheet for Follow Up purposes
- 2-3 days after - follow up to see if they had the chance to watch the video

If doing through InMail, then you need to describe the video/reason, because the GIF doesn't show up.

LOOM Video Titles

(first name), Reason for outreach

(Firstname), Congrats on your work anniversary



You now have a 3-Step Messaging Routine that will drastically increase your response rates and help you fulfill more orders.

Want to get consistent inbound lead flow?

The doors are officially open for the Relevant Recruiter Program, a lead generation training program - exclusively for recruiting professionals - that shows your team, step by step, how to become viewed as the leader in your market so you can attract consistent inbound leads and fulfill more orders.

THANK YOU!

You are now a messaging EXPERT!



"Donnie taught me how to generate inbound business, create content and how to become a recognized leader in the field."

Riece Keck



"Donnie was able to help us in growing our business into a blank sheet of paper in the U.S. to become a very well-known specialist within our niche."

Simon Lynch



"What makes Donnie so different is he's an Internet Marketing Guru, he's not a recruiter, he's not a recruiting firm owner. He is a Marketing Expert."

Renee Frey



"Since working with Donnie we've got our message being delivered to thousands of plastics industry hiring managers around the country and it's driving business in our direction."

Ed Keil



**SET UP A FREE
STRATEGY CALL NOW**





Additional Resources

Relevant Recruiter Guide

<http://donniegupton.com/3pivots/>

13 Minute Training

Learn The 4 Steps Recruiting Agencies Are Making To Get More Job Orders & Qualified Candidates ...Without Relying On LinkedIn Recruiter and DIY Courses

<http://donniegupton.com/4steps/>

The Relevant Recruiter Group

A free group for recruiters discussing the latest and greatest sourcing and BD strategies

<https://www.facebook.com/groups/therelevantrecruiter>

Free Strategy Session with Donnie Gupton

<https://donniegupton.com/bookacall>



The Relevant Recruiter Show - The Relevant Recruiter Show is hosted by Donnie Gupton and provides a wealth of knowledge around all things recruitment with a focus on lead generation. We have very valuable conversations about lead generation, automation, social media marketing, lead magnets, video marketing and more.

The aim of the podcast is to share about people's journey in the recruitment industry to give our audience inspiration and knowledge about how to become the most RELEVANT recruiter in their market.

<https://donniegupton.com/podcast/>