

Market Research Simplified:

What kind of people are we talking to?

- Business owners of any niche who either have a spot open for a financial executive or want to keep a source of financial executives handy for when they need to fill a spot.
- Men and women of any age. Obviously, you would have to be of age to think and run a mid-sized to large business.
- Mid-large sized business. Earning at least \$83,000 pm to \$8.3 million pm.

Painful Current State:

- Companies generally need to fill a vacant spot in their company quite quickly so they can't lose very much time. However, the current techniques they use waste a lot of their time. **Companies feel afraid of losing time and are frustrated that they can't hit new revenue goals fast enough simply because they can't find the right people.**
- CEO's or hiring managers have to go through multiple resumes or try to find potential candidates(potential employees) by posting a job listing on a platform like LinkedIn. This takes up a lot of time and it doesn't really get them good candidates because the candidates are actively looking for jobs so most of them aren't the absolute best at what they do because otherwise they would be employed. Additionally, when companies do get interested candidates, the companies are often competing with other companies that might be offering the candidate a better deal. **Sifting through numerous resumes is very tiring and boring. Recruiting as a whole feels like a drag instead of something that feels easy. It feels like an annoying chore that siphons time away from actually growing the company and this can frustrate CEOs or hiring managers.**
- Essentially, the main problem is that companies have a hard time finding really good candidates and the ways they are currently employing are not helping them save time or grow their business.

Desired State:

- Companies want to consistently be able to find high-quality(high-performing) candidates. **CEOs and hiring managers want to feel super confident in the fact that in the case a financial executive leaves, they can get a replacement that is highly competent and they can get the replacement quick. They want to feel less pressured. (Essentially looking for reliability and consistency)**
- If a company has a high-performing candidate that fills a very important financial executive role, it could mean significant financial growth for the company.
- Usually companies want to get candidates from what is called a passive pool of candidates. Essentially, this just means that companies want candidates who are already employed at a company, but are ambitious and are seeking another better position so they move to a different company. These guys tend to be higher-performing and there is less competition when it comes to competing job offers. **This process makes the recruiting process more predictable and reliable. People will know they will get good candidates. Again, this will take off the pressure from the recruitment process and gives hiring managers and CEO's a peace of mind.**
- Companies also want the hiring process to be convenient so what they **secretly desire** is a process where they consistently get high-quality candidates for the long-term. If this

happens, recruiting for hires wouldn't feel overburdening anymore and wouldn't feel like a drag or putting the hiring budget into a slot machine.

Values and Beliefs:

- They know that it would be easier if they outsourced their executive search needs to an executive search agency like my client's, but they don't want to because they believe they can do it themselves and that it would be cheaper.
- Companies really value professionalism. They specifically value transparency, responsiveness, and speed.
- Their level of sophistication might be that they have experience with other recruitment agencies and might have had negative experiences. They might trust another recruiting agency less because they already would have had a bad experience. (I guess the only way you can convince these guys is with testimonials.)

Headline: Consistently find the best financial executives for your company

Easily find the perfect financial executive in the next 24 hours!

Subheadline: Save time and gain a competitive advantage with a pipeline of candidates!

Second Page (Problem Statement):

You're feeling stuck in a cycle of endless interviews and disappointing candidates.

You know you could have **proven systems** working for you to bring your company the best financial talent so you never have to worry about hiring the right talent again.

But, you don't know where to look.

Problem Statement rewrite:

Hiring the perfect executive feels like an **annoying chore**. You're **tired and bored** of sifting through numerous resumes and **painfully** going through endless interviews just to get disappointing candidates.

You could have the **peace of mind** of knowing that you could instantly fill your vacant positions with financial executives who will bring your company growth, but...

You're terrified of making the wrong hire.

Third Page (Agitation):

Post on online job boards?

- Sifting through countless resumes from mediocre candidates isn't going to consistently bring you financial executives that make contributions to move your company forward.

Subsection rewritten:

- Job boards are a real **headache**. You've spent hours wading through resumes, and most of the time, they weren't even close to what you're looking for.
- Get ready to spend countless, exhausting hours flipping through resumes and conducting interviews of candidates who aren't qualified enough and
- If you don't have the patience to spend hundreds of exhausting hours flipping through resumes and conducting endless interviews of candidates who aren't the best of the best, then you might want
- ★ You're going to be exhausted going through what feels like thousands of resumes just to hire a mediocre candidate that leaves for a shinier job offer anyway? Don't do this! There's a way to easily get consistently good hires.

In-House Recruitment teams?

- Have unlimited time and money, a network of the best passive candidates, and a team that knows exactly where to look for exceptional financial executive talent? If not, this is probably not ideal.
- Absolutely frustrating! You're not only losing time, but you're also spending loads of money on people who have ZERO idea where to look for exceptional financial talent.
- With the amount of time and now money you are investing in a team, the pressure is on YOU and your team that has no passive network and ZERO idea where to look for exceptional financial talent. Ditch the pressure! Quickly hire top talent from a large passive network.

Hire a large recruiting agency?

- Unless you're already a Fortune 500 company, you're never going to get the best executives from their network and they'll treat you just like every other client so they won't be fully transparent with you and won't care to be super responsive either.
- Unless you're already a Fortune 500 company, you'll never get the most attention. They'll just send you 20+ mediocre candidates that they scraped off the bottom of their list and expect you to pay a premium.
- Unless you're a Fortune 500 company, you'll just feel like another client paying them a premium for a one-size-fits-all playbook that uses yesterday's strategies in a rapidly changing market. Get a tailored search process so you get a better candidate than what you were looking for.

Fourth Page (Solution):

Large Passive Network

- Our first priority is to get you high-performing candidates that have less companies competing for their attention. We've got them.
- We'll bring you the perfect financial executive from our large network of 500+ passive candidates who meets all your criteria and fits right into your company culture.

Committed to you

- You're not just another client. We're committed to finding the best hires for you and we'll do it while being responsive, fast, and transparent.
- You're not just another client. We tailor our search process to your company and use the latest market insights to find you the executive that will bring you financial growth.

Competitive Advantage

- Our pipeline sources high-quality candidates for the long-term so you never have to worry about going through the drag of hiring another financial executive again.

Experience in the Finance Industry

- We're not just shooting in the dark. We know exactly what kind of financial executives will drive significant financial growth for your company.
- We're not just shooting in the dark. We have a decade of experience in the financial field, so we know exactly what to look for to find the best financial talent

IMPORTANT CONCEPT: People don't know very much about their problems or what they need. If they did, they wouldn't need to be sold on anything.

Always ask yourself if there is an unanswered question that you are creating for the reader to give them an incentive to keep reading more.