Episode 4 MMM - Money Matters Transcript

Welcome to the Lone Recruiter podcast. I'm your host, Brett Clemenson and if you're a recruiter out on your own or just lacking guidance and mentorship in general, then you've come to the right place. Our daily episodes are designed to give you the motivation, advice and strategies you need to succeed as a lone recruiter. So join us, grab a cup of coffee and let's take your desk to another level.

So today is Monday, which means it is motivational Monday. I really like to break this part up into two bits. First being the motivational and in the second bit being the practical. Because let's face it we've just had the weekend and we are probably bleary eyed, a little bit tired from from the two days that was and we need to kick out gears back into movement.

So let's start with some motivation and today I just really want to start with what anchors everything we do and as recruiters there is no secret to this that money is a huge driver for us.

I think what I want to target today is our relationship with money, because a lot of people don't like saying that they're motivated by money because we've all heard money is not everything.

But the reality is, and we all know this, but I dare you to go a day if you have no money to pay a bill. I can tell you that that money is going to be important to you. So I think you just need to give it some context and we see a lot of people

I think maybe recruiters have a better relationship with money. We see a lot of our family and friends and, you know, they push away from money or they say, oh, I want to save this money for a rainy day or I've got to partition my money off for bills. And I've got to you know, I've got to pay for my mortgage, I've got my car thing coming up.

And I was given this brilliant, brilliant concept early on in my career, which was the above the line and below the line thinking and I'm reminded by Beth standing behind this camera quite often to just keep elevating your thinking, because when you get stressed, when you have a bit of a gap in your cash flow or when you have some big bills coming up, of course your brain just goes, I need to find the money to pay those bills and you're allowed to do that. But don't stay there. Don't keep thinking that that's where I need to focus myself.

Because guess what? That's all you'll spend your money on. You actually and I've seen this time and time again when you focus on those big ticket items like a flight to Italy or, you know, a nice watch or, you know, a weekend away with this with some friends. And, you know, it's above the line thinking. It's not paying your bills. It's actually indulgence. But when you think about these things and you gravitate to those things. Guess what? The bills get paid. All your cashflow worries are taken care of because you're just not focusing on them. So it's what you focus on and I think, what is it ... where the focus goes, the energy flows. And it's this is exactly this concept in play.

So what I want to do at the moment is just have a think. If you have to pause this episode, do so, but just remind yourself of what money means for you? … And it needs to be above the line. If you want to go down this exercise and you want to put all of the things that your money needs to be spent on, whether it be car repayments or mortgages or, you know, LinkedIn bills or whatever they might be. Do it. Get them out of your head. But you need to put a blanket over them. Just ignore them for a moment.

Let's look at the higher level stuff. And I want you to write down all those things that actually excite you because money is exciting when you've got something exciting to put it for. There's a great line money doesn't buy you happiness, but it does buy you really fun things like jet skis. So, you know, there's nothing wrong with that.

What I'm hoping to achieve out of all of this is that you get really excited and motivated to tackle those hard calls at your desk to tackle the difficult negotiations, because there's a meaning and anchoring to it. So that's what I want to get for the motivational part today. And if you need to press pause now and do that exercise, just draw a line and everything above that line is positive, exciting, it pulls you, it energisescyou and everything below that line, it's boring chores. It's there, it needs to be done. But my point is it will be taken care of.

And so when you're planning your week, when you're planning your months, when you're planning your years in terms of your revenue and targets, you need to be anchoring all those exciting parts above the line. And I can guarantee you're probably more likely to get your goals than if you focus just on the bills.

So that leads me to part two of today's episode. These are short, sharp episodes we really designed for a busy recruiter. I want to plan your day. I want to plan your week. We want to start this one off with a bang. So what I'd like to what I'd like for you to do now is grab a pen and paper and let's just go. What's closest to the money? We just talk about money. But what is closest to the money?

So your to-do list. Let's build this out. That might be an invoice that needs to go out to a client. It might be something, a deal that maybe you've got an offer out that you're waiting to get a response on today. Because it's Monday, have they said yes, let's fingers crossed that they've done that.

What's closest to the money? Do you need to get an offer from a client today? What deals are in your pipeline for this week? Okay. Are there any deals that are getting stuck? Have you got anything that's there? They're on interview, they're on second interview… It's kinda stuck. Maybe you need to phone a friend. Is there any deal on your desk right now that just feels frustrating? It feels dead. Don't give up on it. Talk to a friend, a colleague, someone that you've worked with before. Hey, I've got this deal. You got 5 minutes? I just want to run this past you, how would you approach this? Because objectivity can make the world of good when it comes to deal making

Monday - Any second interviews to book? Any first interviews to book. And once you've got all that stuff out of the way, that stuff that you did last week, in the week before this is just now going through the course of recruitment. Here's how we're going to set up this week. What do you need to generate? So only you know your numbers. I can't tell you what your numbers should be. I don't know what your metrics are, that's a very personal individual thing. But what do you need to generate today or this week? So is it a project on LinkedIn? Is it two? Is it three? We need to work out what they look like and hopefully you've got the work in or the jobs to work on to put those projects together.

If you don't, obviously, let's go and get some projects. For me personally, 1 to 2 projects a week is what I like to work on and 1 to 2 client briefs planning for the following weeks. So at least I know I'm paving the way and these are things I can control. I can't control someone saying yes or no to a job, but I can control my actions and my activities. And so it's all about just keeping it really simple and really neat.

Another one is open to opportunities. If you haven't done already, set up
your open to opportunity save searches on LinkedIn, you should be checking those Mondays and Wednesdays religiously because there's always someone good to come up and that's just a little freebie and you might be able to canvas the market with them this week.

So point for today. And this week is to keep it simple. What projects are you working on? What roles do you need to do or briefs do you need to get from clients to pave way for the following week. What open opportunities can you chase down and canvas out to the market?

Make sure you tune in to tomorrow's episode. We'll be doing a deep dive on a difficult closed that we recently went through and reviewing the past 24 hours of activity because I want to make sure that you guys are on track for the week.

If you got any value out of today's episode, please subscribe, share and recommend this podcast as it really helps us grow and get this out to a wider audience. As always, have an amazing day and may all your deals come true.