

Episode 83 - Breakdown of The Lone Recruiter 2023 Journey Transcript

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Welcome to another episode of The Lone Podcast. I'm your host, Brett Clemenson and if you're a recruiter out on your own or just lacking general advice or mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the strategies and the support you need to become the very best lone recruiter. So join us,

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Grab a cup of coffee and let's take your desk to another level. Now today is the second

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last episode of the year for 2023 and rather than give you too much recruiting prowess today. I actually just want to share the journey with you because I haven't really gone into too much detail for it, this won't be a long episode, but I pulled up the back end of all of our data.

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You know, where we put this on, you know, various podcast streaming platforms, on YouTube, on, you know, the social media, things like that and I was pulling out the data cause I was quite curious, right. What have we achieved this year? We launched this thing in May, and since then we've just been churning out episode after episode after episode.

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The audience has been growing and growing and growing. And I was thinking I should really have a look at this and see where we're at. And I want to share the numbers with you because we're going to keep doing this next year and I'd love to keep building and building and building. So you'll be really interested to hear some of these figures.

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We launched the first episode of The Lone Recruiter podcast this year on the 10th of May. And if you listen to that episode, it was probably very bad. I haven't listened back to it. I feel awkward listening to myself, so I never listen to it. But on the 10th of May, we launched our first episode. Since then, we have had over 80 episodes recorded and released this year.

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That in itself is a feat. Most podcasts don't make it past five episodes. From what I hear, five or seven episodes. And so to be able to do 80, I'm patting myself on the back. I want

to pat the team on the back because 80 episodes is huge. Jaclyn, for editing every single one of those videos and podcasts, thank you,

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thank you, thank you. Beth, for all of the social media, all the marketing material, everything you've done to launch this thing. Great. Roger, for helping me set up what systems and platforms to put this thing on. For Mark for pushing me along all year when I wanted to, when it was all too hard and it was getting tough, he kept kept me going.

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So thank you, thank you, thank you. So first episode on the 10th of May. Then we've done 80 episodes since then, which is I'm stoked about. LinkedIn, we have now over 1000 followers. So for me, that's huge. That's our, that's the audience that we're targeting and that was always our goal was to get over a thousand followers on LinkedIn in the first year.

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If we can do that, we'll be stoked. So we just knocked that over like this week. So I'm really, really happy with that. The numbers just get bigger and bigger from here. We've had over three and a half thousand episode downloads, that's cool hey? 3,500 episodes have been downloaded and listened to and consumed, hopefully helped,

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you know, 3,500 people on their recruitment journey. We have had on YouTube over 28,500 views of these videos, 28,500, it's kind of scary, but that's also freaking awesome. So if you're listening to this like you are not alone, you're part of the pack. Okay? And TikTok, man.

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35,000 video views on TikTok. Awesome. Stoked. Thank you, guys. You're you're consuming this stuff, the algorithms picking it up, and they like what we're putting out, so we're stoked. I mean, at the end of the day, have I made a cent? No medicine. Am I here to make a cent? No, no, I'm not. So this is my currency.

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If people are listening to it, people are consuming it, people are enjoying it. That's all I need. And I'm really, really, really grateful that you're here on this journey with me because I'm really excited for 2024. I'm going to keep bringing you some gold stuff and that's it. This episode, as I said, it was, it was very much less about recruitment.

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It was very much just to bring you guys in. This is where we're at. We are wrapping up this year, so sit with me. Really important for you guys to remember stress is temporary, deadlines are fabricated. Your to do list will always be growing. Other people's stress does not need to be your stress and on that note, I implore all of you over this Christmas break for however long you get off, whether it's two days with two weeks, switch off your mobile phones or at least just don't look at your emails, don't respond to candidates and clients.

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You need to take some time out. Been a massive year and two weeks of pure, uninterrupted, non-work brain and just enjoy the sun, enjoy the surf, enjoy your friends, enjoy your family. That's what's important over Christmas. Not your emails, not your to do list, not your work. That'll be there for you in January and I need you and you need you to be recharged, rested and ready to tackle January, February because we don't know what next year holds.

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But I can guarantee it. If you're on this podcast listening and you're on this journey, it's going to be a killer 2024 for you because you want to make it a killer 2024. So this is the second last episode for the year. We have one more episode coming out in a few days time, and again it will be a slightly different format.

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I've been convinced by the crew that they want to all gather around and have a chat about what they saw happen this year, their observations. What are the predictions for 2024? And I think they're going to fire some challenging questions to me and try and crack the lone recruiter himself, me. So I think it'll be a fun episode.

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I implore you all to come and join, listen in. Last episode for the year coming up in two days time. Have an amazing day. May all your deals and Christmas wishes come true.