

Overview of Website

Company Name FYT

- Find Your Talent

Company Purpose:

- To inform clients and candidates of our services, to make a solid value proposition, and to inbound leads that we will then nurture through our services and build long-standing relationships with
- Examples:
 - <https://www.witventures.net/>

Tabs/Pages:

- Home page
- About us -
- Job Listings -
- Testimonials
- Services -
- Contact Us

Overall Tone of Voice:

- Personable but Professional, about connection, relationships
- Speak from a collective identity: "We understand, we know, we help by..."
- Key Qualities: Adaptable. Authentic. Understanding. Connecting. Friendly but familial

Target Audience

- The primary audience is Hiring Managers and HR talent acquisition specialists Tech Startups
- Seed stage to later series
- 5 to 200 employees
- Small to mid-size
- Companies looking to hire:
 - Mid-level to senior Software Engineering
 - Mid-level to senior Tech Roles
 - Mid-level to senior Product Management
 - Mid-level to senior Product Design
 - Mid-level to senior Executives
- The secondary audience is Candidates looking for work

Website Goals and Objectives:

1. *Submit their CV and Resume - Candidates (CTA)*
2. *Submit their contact information - Companies looking for hires (CTA)*

Pain Points:

- Without us, Hiring Manager/ HR Talent Acquisition specialists are struggling with:
 - Wasting money by paying for the labor and time needed to find that talent
 - Wasting time finding the right candidate
 - Finding people with niche skillsets
 - Optimizing their employer brand to entice the right talent
 - Filling gaps in the hiring process
 - Making their hiring process more enticing/friendly
 - "Problem child positions"
 - Banging their head against the wall, trying to find the Unicorn
 - Finding that cross between culture fit and qualified, because as a small to mid-size corporation, being connected, familial, and friendly is important too.
 - Make quality matches vs quantity
 - Instead of calling and emailing 1000 people I can email 30 ppl, help filter out the noise
 - For example, you pay a CTO 150 dollars an hour spending 8 hours a day going through hundreds of resumes, I can reduce that time to a few hours and save money

The Unique Selling Point of the Brand:

- **RELATIONSHIP-BASED RECRUITING** - others focus on data and numbers, while we focus on relationships and connection.
- Humanizing the process
- AI and ATS systems cant connect on a human level, that is where we come in.
- I want to work with YOU, I want to connect with YOU, By connecting with YOU and understanding YOUR NEEDS, intimately, is how I find the Unicorn
- Relationship Focused vs Numbers focused
- We're about building lasting relationships and using relationships as a resource
- Help make their hiring process more efficient by....???
- Quality candidates reduce the waste of resources
- People first person
- AI is the standard and will become more, but it cannot empathize/understand, that's where we come in
- We connect people
- Each client is different, my gift is understanding their strengths, and their needs, and helping them fit in and find their "family" their "Unicorn"

Step By Step Process for Primary Clients:

- Pass me your contact information - **Client intake form**
- We hop on a call to see if we're a fit - **Client intake Call**
- Learn about your interview process - **Develop Solution/Plan**/Figure out needs and hurdles
- Help you find your - **Creating a solution to help make Hiring/HR** process more efficient to find your unicorn faster
- Find Your Unicorn talent

SEO

- **Single Keywords:**
 - Recruitment
 - Talent
 - Tech hiring
 - HR specialists
 - Relationship-based recruiting
 - Quality candidates
 - Unicorn hires
 - Tech startups
 - Niche skillsets
 - Employer branding
- **Short-Chain Keywords:**
 - Tech recruiting agency
 - Relationship-based hiring
 - Quality talent acquisition
 - Niche skill recruitment
 - HR solutions
 - Tech startup hiring
 - Unicorn candidates
 - Executive talent search
 - Effective employer branding
 - Efficient hiring process
- **Long-Chain Keywords:**
 - Top relationship-based tech recruiting agency
 - Quality talent acquisition solutions for tech startups
 - Finding unicorn candidates through relationship-focused hiring
 - Niche skill recruitment for small to mid-size companies
 - Humanized tech talent acquisition for startups
 - Connecting with candidates on a personal level for quality hires
 - Enhancing employer branding to attract top tech talent

- Executive talent search and acquisition services
 - Efficient HR solutions for mid-level to senior tech roles
 - Streamlining the hiring process to save time and resources
-

(Title) Home

Section 1: Introduction

- **Section Title (H1):** *Find Your Talent*
 - **H2 Tagline:** "Humanized Tech Talent Acquisition For Startups and Rapid-Growth Tech Companies"
- **Paragraph (H3):** FYT - Find Your Talent welcomes mid-level to senior tech talent and Tech Hiring specialists to a world where relationships drive recruitment excellence. We're not your typical recruitment agency; we're your partners in relationship-based hiring success.

Our adaptable, authentic, and understanding approach ensures that every talent match we make is built on a solid foundation of connection. For tech startups on a growth journey and talented individuals with niche skill sets seeking their next chapter, we're here to help you. Let us understand your unique story, needs, and goals, and together, we'll find efficient HR solutions to build a future filled with possibilities.

- **CTA Button (s):** *Up to you to have one or two for the two target clients*
 - **For Companies** → **CONTACT FORM at bottom OR Contact Page**
 - "Find Your Talent"
 - **For Candidates:**
 - "Find Your Right Opportunity"

Optional Section: A bar of logos showing who you've worked with

Section Header (H2): We've secured Top Tech Talent for....
*Insert Logos *

Section 2: About Us (Short)

- **Section Title (H2):** Who We Are
- **Paragraph (H3):** At FYT, we're not just a tech recruiting agency; we're your partners in building tech futures. With a focus on adaptability, authenticity, and understanding, we're committed to helping both innovative companies and high-quality candidates find their perfect fit. ****Our mission is to humanize tech recruitment and optimize hiring processes to forge meaningful connections that lead to lasting success.****
- **CTA Button** → **ABOUT US PAGE**
 - "Discover Our Story"

Section 3: Our Process

- **Section Title (H2):**
 - "How We Deliver Results"

Paragraph (H3): FYT's **ALIGN process** seamlessly connects you with your Top Tech Talent Hire

- (H4) **A**rrange a consultation
 - (H5) Book a call to discuss your recruitment needs.
- (H4) **L**isten and Learn
 - (H5) We listen, understand, and connect.
- (H4) **I**dentify Solutions
 - (H5) Identify effective talent acquisition solutions.
- (H4) **G**enerate Efficiency
 - (H5) Streamline hiring processes for top outcomes.
- (H4) **N**ail Your Talent
 - (H5) Find, Finalize, and Secure your Unicorn Talent

CTA Button (s) → Contact Form at bottom of page or Contact Page

- "Find Your Talent"

Section 3: Testimonials

- **Section Title (H2):**
 - FYT's Success Stories
- **Section Subheading (H3):**
 - Discover how our customized approach achieves excellence.
- **Testimonial 1 (H2):**
 - Photo
 - Name
 - Title
 - Company
 - Social Links
 - Quote: *First you will get a raw recommendation, and we will rewrite it to be SEO optimized, and succinct.*
- **Testimonial 2 (H2):**
 - Photo
 - Name
 - Title
 - Company
 - Social Links
 - Quote: *First you will get a raw recommendation, and we will rewrite it to be SEO optimized, and succinct.*
- **CTA Button (s) → Testimonial Page**
 - "Discover Success Stories"

Section 4: Contact Form

UI/UX Notes: This can be a lightbox popup that can be triggered at an earlier Anchor point on the page (For the Designer)

UI/UX Notes: This can be an anchor point that the buttons lead to

Form Fields

- **For Companies:**
 - **Full Name:** The name of the contact person at the company.
 - **Company Name:** The name of the hiring company.
 - **Email:** Contact person's email address for communication.
 - **Phone Number:** Contact person's phone number for further discussions.
 - **Company Size:** The size of the company (e.g., 5-10, 11-50, 51-200 employees).
 - **Industry:** The industry or sector the company operates in.
 - **Job Role:** The title or position of the contact person.
 - **Message:** A brief message about the company's hiring needs or inquiries.
 - **Preferred Contact Method:** How the company prefers to be contacted (email or phone).
- **For Candidates:**
 - **Full Name:** The candidate's full name.
 - **Email:** Candidate's email address for communication.
 - **Phone Number:** Candidate's phone number for follow-up.
 - **LinkedIn Profile:** Link to the candidate's LinkedIn profile (optional).
 - **Resume/CV:** Upload option for the candidate's resume or CV.
 - **Desired Job Role:** The type of role the candidate is seeking (e.g., software engineer, product manager).
 - **Years of Experience:** Candidate's years of relevant experience.
 - **Message:** A brief message about the candidate's career goals or inquiries.

Submission Page/Popup Text:

- **Option 3:**
 - **Header (H2):** "You're in Good Hands with the #FitFam!"
 - **Subheader (H3):** "The FYT Team has received your message and is eager to assist you. We'll be reaching out to you shortly to address your needs."

ONPAGE TOTAL WORDCOUNT: 291

About FYT

Section 1: Introduction

- **Page Header (H1):** *Welcome to FYT (Find Your Talent)*
 - **Subheader (H2):** "A relationship-based tech recruiting agency humanizing the industry."
 - **Paragraph (H3):** In a world where recruitment often feels mechanical, relying on AI, ATS systems, and vast data sets, we're here to inject that much-needed human element. Our approach is all about

building relationships – connecting exceptional tech talent with visionary companies in a meaningful way.

We believe in the power of authenticity and adaptability, ensuring that every match is grounded in true understanding. Specializing in tech startups and mid-size enterprises, we empower businesses to secure top-notch candidates, streamline their hiring processes, and elevate their employer brand.

- **Mission Statement (H2):**
- *UI/UX Note: Either a Banner or a box, not in a paragraph font*

■ *****Our mission is to revolutionize the tech recruiting industry by optimizing hiring processes and forging meaningful connections that lead to lasting success.*****

Section 2: Our Process

- **Section Title (H2):**
 - **"How We Deliver Results"**

Paragraph (H3): FYT's **ALIGN process** seamlessly connects you with your Top Tech Talent Hire

- (H4) **A**rrange a consultation
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 - (H5) Streamline hiring processes for top outcomes.
- (H4) **N**ail Your Talent
 - (H5) Find, Finalize, and Secure your Unicorn Talent

- **Button Text** "Find Your Unicorn Hire"

Section 3: Company History

- **Section Header (H2): Meet the Founder**

Meet Johnny, the mastermind behind FYT - Find Your Talent and the driving force of our success. As the founder and primary recruiter, Johnny's expertise and vision are the magic that fuels FYT's journey. His passion for making meaningful connections and his dedication to revolutionizing recruitment have shaped FYT into the incredible venture it is today. Johnny, the guy behind it all, has been changing the game in tech recruitment, and he's excited to have you join him on this fantastic adventure!

- **Subheader (H3) Johnny's Journey to Founding FYT**

My Adventures in Tech Recruiting:

Meet Johnny, the heart and soul of FYT - Find Your Talent, and the guiding force propelling our success. Johnny's passion for fostering connections and his unwavering dedication to transforming recruitment have been the cornerstones of FYT's journey. Johnny, the visionary behind it all, is revolutionizing tech recruitment, and he's thrilled to have you join him on this extraordinary adventure!

My Journey in Empathetic Recruiting:

Hello there, I'm Johnny, and I'd like to share the story of how FYT - Find Your Talent - was born. It all began when I ventured into the world of healthcare recruiting, specifically for nurses in the Bay Area. These early experiences were a revelation, teaching me the power of empathy in connecting with candidates and truly understanding their needs and pain points.

My transition into tech recruiting was driven by the desire to carry forward the art of building authentic relationships and getting to know candidates on a personal level to help them realize their career aspirations. Instead of a transactional, quantity-driven approach, I championed quality connections and individualized attention.

As I centered my focus on empathy and being a relationship-driven recruiter, a remarkable shift occurred. Many of the candidates I had the privilege of connecting with eventually became clients. They sought me out first when they needed to find the best engineers.

My commitment to empathy also sparked the idea of creating a collective. I recognized the enduring value of quality work and saw an opportunity to empower other relationship-driven recruiters to refine their skillsets in best recruiting practices. This, I believed, was a way to not only enhance their careers but also to create long-term financial success.

With FYT, the journey has come full circle, and we're on a mission to bring empathy and relationships back to recruitment. Join us on this incredible voyage, and let's connect to success! 🚀☀️

● Subheader (H3) The Birth of FYT and Its Solutions:

Now, I know what you're thinking: "How did FYT come to be?" Well, it all began with my realization that something had to change. I wanted to create more than just an agency; I wanted to build a collective. I knew I had the expertise and experience to make it work.

So, in June 2023, I took a leap of faith. I quit my job, took a few weeks off, and started piecing together FYT. Since then, we've been working tirelessly to help clients find the right talent, all while nurturing our own growing team.

Subheader (H3) Fast Forward to Today:

Since our journey began, FYT has already helped countless clients find the perfect talent. Our team has expanded, and we're excited to partner with more companies as they continue building their teams.

For recruiters, FYT is a supportive community that emphasizes well-being, appreciation, and fair compensation. Happy recruiters do their best work.

For candidates, FYT builds meaningful connections. Instead of sending bland, spammy emails, we focus on fostering genuine friendships. The "KNOW, LIKE, and TRUST" factor is our secret sauce to keep candidates engaged throughout the hiring process.

For clients, FYT focuses on forming personal relationships. We understand their needs, advocate for quality hires, and ensure strong, long-lasting connections.

It's about rekindling the human touch in recruitment. FYT is a win-win for everyone involved. Join us on our journey, and together, we'll revolutionize the world of recruitment! 🚀😊

Together, we're making waves in the world of talent recruitment. Join us, and let's connect to success! 🚀☀️

Section 4: "Meet the Team"

- **Section Header (H2):** Meet FYT's Team

- **Sub-section header (H2 or H3):** Saldiam Barillas

- **Background and Experience (H4):** Hey there! I've been doing tech recruiting for two years now, but before that, I spent over 10 years coaching and teaching. Believe it or not, I used to be all about CS 1.6, DoTA, and WoW gaming. Now, I've switched gears to become an academic, coach, networker, and recruiter.
- My life is a mix of slow-paced academic stuff and super-fast recruiting tasks. Surprisingly, this setup works great with my ADHD, perfectionism, and love for helping people land jobs. I'm always up for a chat!
- **Personal Note from Sal (H4):** "Passionate sport and exercise science academic/practitioner by day and ambitious tech recruiter by night; This must be what a superhero feels like."

- **Sub-section header (H2 or H3):** Willy Flores

- **Background and Experience (H4):** Hello there! I'm William Flores, a dedicated nurse assistant by night and a tech recruiter by day. Despite the apparent differences in my roles, I've discovered they share a common thread – both thrive on building connections grounded in trust and friendship, ultimately leading to the best outcomes for everyone involved.
- In the realm of tech recruitment, I specialize in analyzing the unique talent needs of individuals, aligning them seamlessly with their goals and desires. My approach involves identifying the perfect match for both companies and candidates, ensuring a harmonious and successful partnership.
- During my downtime, I'm just your average Joe with a penchant for gaming, photography, and exploring new destinations. Oh, and let's not forget my weakness for a delectable round of KBBQ! If you're ready to embark on a new journey, allow us at FYT to be your guide.
- Personal note: A self-proclaimed nerd eagerly seeking new experiences that the world has to offer.

- **CTA Button (s) → Testimonial Page**

- **Button Text Option 1:** "Discover Success Stories"
- **Button Text Option 2:** "See Client Stories"
- **Button Text Option 3:** "Explore Testimonials"

Section 4: Contact Form (Copied exactly from the Home Page)

(Title) Testimonials Page

Section 1: Testimonials

- **Header (H1):** "Unveiling Success Stories: Transformative Tech Talent Recruitment"

- **Subheader (H2):** "Discover how our relationship-based approach to recruitment and quality talent acquisition has empowered tech startups and businesses with niche skills. Explore real stories of unicorn hires, efficient hiring processes, and enhanced employer branding that set us apart as a top-tier executive talent search agency."

(Insert 6 testimonials following the same format as Home Page Testimonials. The quotes can be longer on the testimonial page than on the home page. Video testimonials are strongest)

Section 4: Contact Form (Copied exactly from the Home Page)

(Title) Contact Page

Section 1: Introduction

- **Page Header (H1):** Contact FYT - Let's Connect
- **Subheader (H2):** Forging Meaningful Connections in Tech Recruitment
- **Paragraph (H3):** At FYT (Find Your Talent), we believe that every successful partnership begins with a conversation. Our commitment to relationship-based recruiting extends to our contact process. Whether you're a visionary tech startup or an exceptional candidate, your journey begins here. Reach out to us to start a conversation that could shape your future.

Section 2: Contact Form (Copied exactly from the Home Page)

Form Fields for Companies:

- Full Name
- Company Name
- Email
- Phone Number
- Company Size
- Industry
- Job Role
- Message
- Preferred Contact Method

Form Fields for Candidates:

- Full Name
- Email
- Phone Number
- LinkedIn Profile (optional)
- Resume/CV (upload option)
- Desired Job Role
- Years of Experience
- Message

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