



My Niche' Market Overview Worksheet (NOW) Master Playbook

Check out a recent class on how to complete using ai:
<https://www.loom.com/share/45e67076d35246c5bfe3878d50f280fc>

Action Item: It's time to flush out your niche' market and to lay the first part of your business foundation down to get it ready for formation. This is the first step in building out your business model as well as the sales and business development process, and it will become your most valuable asset.

The Benefits:

The Benefits of Completing Your Niche' Overview Worksheet Master Playbook FIRST, in full, from the very start:

1. **Competitive Advantage #1:** This will help you rapidly build a scalable niche' expertise beating out your market who has zero market strategy.
2. This is how you decide on **HOW** you will reach out to the candidates and employers.
3. This is how you will know **WHERE** to find candidates and employers.
4. This is how you will know exactly **WHO** you need to reach out to – which people exactly.
5. This is how you will know **WHAT** to say when you reach out to candidates and employers.
6. This is how you will decide **WHEN** the best time is to reach out to candidates and employers.
7. This is how you will decide **HOW MUCH** to pay your candidates and charge your employers.
8. This is how you will know exactly **WHAT** your competitors are doing - so you will know what and what not to do - what is and is not already being said.
9. This will provide clarity to your current and future sales team.
10. You will use this info to create your sales and business development strategies.

11. You will use this info to create your sourcing and talent acquisition strategies.
12. You will use this info as the base foundational information to run, grow, and scale your niche' recruitment and staffing business.

My Niche' Market Overview Worksheet (NOW) Master Playbook

The Instructions:

PLEASE FOLLOWING these Instructions **(and use the hyperlinks provided):**

1. Do the research to determine which industry you will be supporting
2. Define where you will do business at within your industry (this should be based on where you have Worker's compensation - unless you're doing Direct Hire Only)
3. Define which candidates and client prospects you will be recruiting based on their job title and write the job titles below (no more than three please)
4. Visit [LinkedIn](#) and search your job title via the People option
5. Add the number of people you see based on the search results and add them below (don't forget [hyperlink](#) so that you and your team can access your searches with ease)
6. Visit [Indeed Resume Search](#) and search your job title
7. Add the number of people you see based on the search results and add them below (don't forget [hyperlink](#) so that you and your team can access your searches with ease)
8. **The How Much:** You will eventually need a Pricing Sheet. The information that you pull here will create the foundation for your Pricing Sheet, So, start a Google Search and [find the salary](#) and hourly rate for your candidates and use the [Salary Converter](#) to get the hourly rate. I like [Glassdoor Salaries](#).
9. Add the types of companies you will be working with
10. **The What:** [Research Google](#) and define your candidates and client prospects challenges, problems, goals, and important questions and you will add them for:
 - a. Website Content
 - b. Social Media Content
 - c. Pre-Email Marketing Content
 - d. Post-Email Marketing Content
 - e. Text Messages
 - f. Lead Magnet Titles & Content
11. **The Where:** List where your potential clients and candidates are hanging out
12. Complete your Competitive Analysis Worksheet (CAW) and add a summary on this document.
13. Complete this document in its entirety. Not an option. Non-negotiable.

The Industry Section

My Chosen Industry Is:

Industry Worth:

My Industry Is Worth: \$ in the US

My Industry Is Worth: \$ in the Globally

Note: do a [quick search here](#) and replace the * with the industry that you plan to support

Industry Statistics:

- #1
- #2
- #3
- #4
- #5
- #6
- #7

What's Important About My Niche' Market:

- #1
- #2
- #3
- #4
- #5
- #6
- #7

My Industry Locations:

This is ALWAYS going to be based on your Workers Compensation (unless Direct Hire). So choose locations where you have Workers Compensation FIRST, and then whatever other locations you want to pursue or you feel is a HOT market:

- Your Current Location:
- Location #2:
- Location #3:
- Location #4:
- Location #5:
- Location #6:

The Company Type Section

What Types of Companies Will You Be Working With Within This Industry?:

(Example: Add the Company Type: Software Companies or LTC Facilities or FinTech Companies - not the names of the companies)

Example:

Sample Candidate Title: **Java Developer**

Sample Company Type: **Start up Company**

Sample Company Name: **Wiz** (a New York based cybersecurity company that allows companies to find security issues in public cloud infrastructure, and raised \$300M+ in startup capital).

OR

Sample Candidate Title: **Med Surg Nurse**

Sample Company Type: **Surgery Center - Start up Company**

Sample Company Name: **Sono Bello** (a Washington based medical practice specializing in laser liposuction and body contouring services who raised \$546,000,000 in startup capital).

We're looking for you to complete the "Company Type" like " **Surgery Centers or Tech Startups**.
List your top three:

- **Company Type #1:**
- **Company Type #2:**
- **Company Type #3:**

Standards - Further Clarification:

- Companies who believe
- Companies who
- Companies who focus on
- Companies with
- Companies that
- Companies looking to

The Candidate Section

Example of How to Complete This Section:

What Roles (Job Titles) Will You Be Filling in This Amazing Industry - Here Is An Example Layout To Get You Started:

Sample Candidate Title: **Java Developer**

Sample Company Type: **Start up Company**

Sample Company Name: **Wiz** (a New York based cybersecurity company that allows companies to find security issues in public cloud infrastructure, and raised \$300M+ in startup capital).

OR

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Sample Company Type: **Surgery Center - Start up Company**

Sample Company Name: **Sono Bello** (a Washington based medical practice specializing in laser liposuction and body contouring services who raised \$546,000,000 in startup capital).

Candidate Title #1: [Java Developer](#) | #ofLI: [729,000](#) | #ofIn: [88,139](#)

[Nationwide](#) **Salary Range:** \$65K - \$153K **Nationwide Hourly Range:** \$31.25 - \$73.56

Nationwide Average Salary: \$92,006 | **Nationwide Average Hourly Rate:** \$44.23/hr

Los Angeles, CA -

- LA Salary Range: \$55,000 - \$95,000/yr
- LA Hourly Rate Range: \$ 35.00/ hr - \$45.00/hr
- LA Average Salary: \$ 66,000/yr
- LA Average Hourly Rate: \$ 40.00/hr

New York, NY:

- NY Salary Range: \$
- NY Hourly Rate Range: \$
- NY Average Salary: \$
- NY Average Hourly Rate: \$

Houston, TX: - Salary Range: \$ | Hourly Rate Range: \$ | Average Salary: \$ | Average Hourly Rate: \$

Atlanta, GA: - Salary Range: \$ | Hourly Rate Range: \$ | Average Salary: \$ | Average Hourly Rate: \$

Detroit, MI: - Salary Range: \$ | Hourly Rate Range: \$ | Average Salary: \$ | Average Hourly Rate: \$

Charlotte, NC: - Salary Range: \$ | Hourly Rate Range: \$ | Average Salary: \$ | Average Hourly Rate: \$

#1 Candidate: [Insert Candidate #1 Job Title]

Working in [Insert Company Type]

Who Reports To [Insert Candidate #1's Hiring Manager's Job Title]

This Job Title Reports to who (what hiring manager job title)?:

of [Insert Candidate #1 Job Title] Candidates in My Market

How Many of these Job Titles In Total Are on [LinkedIn](#)?:

How Many of these Job Titles In Total Are on Indeed?:

*****Note:** ([Do a Google Search](#) to see how many more places you can find out about how many people are really within your niche' market, not just on LinkedIn and Indeed. A great example of a search would be [\(how many med surg nurses are in Nebraska 2023\)](#) don't forget to replace the * with your Niche' Job Title and the Year that you want the info for)

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How many are in (Insert Your Next Location Here) on [Indeed](#) (add the # and don't forget to hyperlink):

LATER USED IN YOUR PRICING SHEET:

Salaries for [Insert Candidate #1 Job Title]

Now let's talk Salary Pay (you will need this for your Pricing Sheet and Client Negotiations):

Nationwide Salary Range:

Nationwide Average Salary:

Insert Your Home Location Here

- Home Location Salary Range: \$
- Home Location Average Salary: \$

Insert Next Location:

- Next Location Salary Range: \$
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of jobs on the market vs candidates - Let's See:

List the Total # of Job Openings on the Market Nationwide (based on all jobs you can find):

Indeed:

LinkedIn:

Zip Recruiter:

Glassdoor

Job Trends in the News:

- [illegible]

63 Problems, challenges, frustrations, complaints, goals, wishes, hopes, etc. of your [Insert Candidate #1 Job Title] :

{LATER USED IN YOUR EMAIL REACHOUT, MARKETING MESSAGING LEAD MAGNET CREATION, SELL SHEET CREATION, WEBSITE CONTENT CREATION, SOCIAL MEDIA MESSAGING, STARTING CONVERSATIONS, ETC}

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Candidate #1 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - o Candidate Statistics #1:
 - o Candidate Statistics #2:
 - o Candidate Statistics #3:
 - o Candidate Statistics #4:
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- [Click Here to Research the Problems](#) that Your **[Insert Candidate #1 Job Title]** is having:
 - o Candidate Problem / Challenge / Issue #1:
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 - o Candidate Problem / Challenge / Issue #4:
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- [Click Here to Research the Goals](#) that Your **[Insert Candidate #1 Job Title]** desire:
 - o Candidate Goal #1:
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 - o Candidate Goal #6:
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 - o Candidate Complaint #1:
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 - o Candidate Complaint #3:
 - o Candidate Complaint #4:

- o Candidate Complaint #5:
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- [Click Here to Research the Importance](#) of what Your **[Insert Candidate #1 Job Title]** Cares most about:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “What do * care most about” = “What do Nurses care most about”)
- o Candidate Importance #1:
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Example: “Tips, How To and Action Steps for * ” = “Tips, How To and Action Steps for nurses”)
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The Technology **[Insert Candidate #1 Job Title]**'s Use?

- #1
- #2
- #3
- #4
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- #7

Other Job Titles **[Insert Candidate #1 Job Title]** Go By:

Do the candidates in my market go by any other names? Is there any other way I can identify my candidate market?

- #1
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Who Are The People Who Work On The Same Team As **[Insert Candidate #1 Job Title]**?

Can you identify who else is in this candidate's circle of influence? What other team members work directly and indirectly with this candidate?

- #1
- #2
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Where Are My **[Insert Candidate #1 Job Title]** Candidates?

Where do Your candidates hang out? Do a google search to find out:

- Which General [Job Boards](#) will you use?
 - o Monster
 - o Indeed
 - o Glassdoor
 - o Zip Recruiter
 - o CareerBuilder

*****Note:** From this point on, whenever you search Google, please make sure you include your/a/or one of your niche' job titles:

- Which Niche' Job Boards?
 - o
- Which Blogs?
 - o
- Which Podcasts?
 - o
- Which Magazines?
 - o
- Which Conferences?
 - o
- Which Associations?
 - o
- Which Networking Events?
 - o
- Which Influencers?
 - o

- Which Social Networks?
o
- Which Facebook Groups?
o
- Which LinkedIn Groups?
o
- Which Hashtags?
o
- Which Authors?
o
- Which Mobile Apps?
o
- Which Brands?
o
- Which Vendors?
o
- Pop-Up Events?
o

The Avatar For [Insert Candidate #1 Job Title]



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#2 Candidate: [Insert Candidate #2 Job Title]

Working in [Insert Company Type]

Who Reports To [Insert Candidate #1's Hiring Manager's Job Title]

This Job Title Reports to who (what hiring manager job title)?:

of [Insert Candidate #2 Job Title] Candidates in My Market

How Many of these Job Titles In Total Are on [LinkedIn](#)?:

How Many of these Job Titles In Total Are on Indeed?:

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63 Problems, challenges, frustrations, complaints, goals, wishes, hopes, etc. of your **[Insert Candidate #2 Job Title]** :

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The Technology **[Insert Candidate #2 Job Title]**'s Use?

- #1
- #2
- #3
- #4
- #5
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Other Job Titles **[Insert Candidate #2 Job Title]** Go By:

Do the candidates in my market go by any other names? Is there any other way I can identify my candidate market?

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Who Are The People Who Work On The Same Team As **[Insert Candidate #1 Job Title]**?

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Where Are My [Insert Candidate #2 Job Title] Candidates?

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- Which Blogs?
 -
- Which Podcasts?
 -
- Which Magazines?
 -
- Which Conferences?
 -
- Which Associations?
 -
- Which Influencers?
 -
- Which Social Networks?
 -
- Which Facebook Groups?
 -
- Which LinkedIn Groups?
 -
- Which Hashtags?
 -
- Which Authors?
 -
- Which Mobile Apps?
 -
- Which Brands?
 -
- Which Vendors?

The Avatar For [Insert Candidate #2 Job Title]



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#3 Candidate: [Insert Candidate #3 Job Title]

Working in [Insert Company Type]

Who Reports To [Insert Candidate #1's Hiring Manager's Job Title]

This Job Title Reports to who (what hiring manager job title)?:

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How many are in (Insert Your Next Location Here) on [LinkedIn](#) (add the # and don't forget to hyperlink):

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How many are in (Insert Your Next Location Here) on [LinkedIn](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Next Location Here) on [LinkedIn](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Next Location Here) on [LinkedIn](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Home Location Here) on [Indeed](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Next Location Here) on [Indeed](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Next Location Here) on [Indeed](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Next Location Here) on [Indeed](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Next Location Here) on [Indeed](#) (add the # and don't forget to hyperlink):

How many are in (Insert Your Next Location Here) on [Indeed](#) (add the # and don't forget to hyperlink):

Salaries for [Insert Candidate #3 Job Title]

Now let's talk Salary Pay (you will need this for your Pricing Sheet and Client Negotiations):

Nationwide Salary Range:

Nationwide Average Salary:

Insert Your Home Location Here

- Home Location Salary Range: \$
- Home Location Average Salary: \$

Insert Next Location:

- Next Location Salary Range: \$
- Next Location Average Salary: \$

Insert Next Location:

- Next Location Salary Range: \$
- Next Location Average Salary: \$

Insert Next Location:

- Next Location Salary Range: \$
- Next Location Average Salary: \$

Insert Next Location:

- Next Location Salary Range: \$
- Next Location Average Salary: \$

Hourly Pay for **[Insert Candidate #3 Job Title]**

Now let's talk Hourly Pay (you will need this for your Pricing Sheet and Client Negotiations):

Nationwide Hourly Range:

Nationwide Average Hourly Rate:

Insert Your Home Location Here

- Home Location Hourly Rate Range: \$
- Home Location Average Hourly Rate: \$

Insert Next Location:

- Next Location Hourly Rate Range: \$
- Next Location Average Hourly Rate: \$

Insert Next Location:

- Next Location Hourly Rate Range: \$
- Next Location Average Hourly Rate: \$

Insert Next Location:

- Next Location Hourly Rate Range: \$
- Next Location Average Hourly Rate: \$

Insert Next Location:

- Next Location Hourly Rate Range: \$
- Next Location Average Hourly Rate: \$

of jobs on the market vs candidates - Let's See:

List the Total # of Job Openings on the Market Nationwide (based on all jobs you can find):

[Indeed:](#)

[LinkedIn:](#)

[Zip Recruiter:](#)

[Glassdoor](#)

63 Problems, challenges, frustrations, complaints, goals, wishes, hopes, etc. of your **[Insert Candidate #3 Job Title]** :

- [Click Here to Research the Statistics:](#) As you are conducting your research, if you see Statistics that are associated with **[Insert Candidate #3 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - o Candidate Statistics #1:
 - o Candidate Statistics #2:
 - o Candidate Statistics #3:
 - o Candidate Statistics #4:
 - o Candidate Statistics #5:
 - o Candidate Statistics #6:
 - o Candidate Statistics #7:
- **Questions:** As you are conducting your research, if you see questions that are being asked by **[Insert Candidate #3 Job Title]'s** - jot them down here - you can use them.
 - o Candidate Question #1:
 - o Candidate Question #2:

- o Candidate Question #3:
 - o Candidate Question #4:
 - o Candidate Question #5:
 - o Candidate Question #6:
 - o Candidate Question #7:
- **Quotes from Industry Leaders, Experts, and various Articles:** As you are conducting your research, regarding **[Insert Candidate #3 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
- - o Candidate Question #1:
 - o Candidate Question #2:
 - o Candidate Question #3:
 - o Candidate Question #4:
 - o Candidate Question #5:
 - o Candidate Question #6:
 - o Candidate Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Candidate #3 Job Title]** is having:
 - o Candidate Problem / Challenge / Issue #1:
 - o Candidate Problem / Challenge / Issue #2:
 - o Candidate Problem / Challenge / Issue #3:
 - o Candidate Problem / Challenge / Issue #4:
 - o Candidate Problem / Challenge / Issue #5:
 - o Candidate Problem / Challenge / Issue #6:
 - o Candidate Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Candidate #3 Job Title]** desire:
 - o Candidate Goal #1:
 - o Candidate Goal #2:
 - o Candidate Goal #3:
 - o Candidate Goal #4:
 - o Candidate Goal #5:
 - o Candidate Goal #6:
 - o Candidate Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Candidate #3 Job Title]** has:
 - o Candidate Complaint #1:
 - o Candidate Complaint #2:
 - o Candidate Complaint #3:
 - o Candidate Complaint #4:
 - o Candidate Complaint #5:
 - o Candidate Complaint #6:
 - o Candidate Complaint #7:
- [Click Here to Research the Importance](#) of what Your **[Insert Candidate #3 Job Title]** Cares most about:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: "What do * care most about" = "What do Nurses care most about")
 - o Candidate Importance #1:
 - o Candidate Importance #2:
 - o Candidate Importance #3:
 - o Candidate Importance #4:
 - o Candidate Importance #5:
 - o Candidate Importance #6:
 - o Candidate Importance #7:
- [Click Here to Research the Mistakes](#) Your **[Insert Candidate #3 Job Title]'s** make:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: biggest mistakes * make = "biggest mistakes Nurses make")
 - o Candidate Mistake #1:
 - o Candidate Mistake #2:
 - o Candidate Mistake #3:
 - o Candidate Mistake #4:
 - o Candidate Mistake #5:

- o Candidate Mistake #6:
- o Candidate Mistake #7:
- [Click Here to Research Tips, How Tos & Action Steps](#) for Your **[Insert Candidate #3 Job Title]**'st:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: "Tips, How To and Action Steps for * " = "Tips, How To and Action Steps for nurses")
 - o Candidate Tips, How Tos & Action Steps #1:
 - o Candidate Tips, How Tos & Action Step #2:
 - o Candidate Tips, How Tos & Action Step #3:
 - o Candidate Tips, How Tos & Action Step #4:
 - o Candidate Tips, How Tos & Action Step #5:
 - o Candidate Tips, How Tos & Action Step #6:
 - o Candidate Tips, How Tos & Action Step #7:

The Technology **[Insert Candidate #3 Job Title]**'s Use?

- #1
- #2
- #3
- #4
- #5
- #6
- #7

Other Job Titles **[Insert Candidate #3 Job Title]** Go By:

Do the candidates in my market go by any other names? Is there any other way I can identify my candidate market?

- #1
- #2
- #3
- #4
- #5
- #6
- #7

Who Are The People Who Work On The Same Team As **[Insert Candidate #1 Job Title]**?

Can you identify who else is in this candidate's circle of influence? What other team members work directly and indirectly with this candidate?

- #1
- #2
- #3
- #4
- #5

- #6
- #7

Where Are My **[Insert Candidate #3 Job Title]** Candidates?

Where do Your Candidate's hang out? Do a google search to find out:

- Which General [Job Boards](#) will you use?
 - o Monster
 - o Indeed
 - o Glassdoor
 - o Zip Recruiter
 - o CareerBuilder

*****Note:** From this point on, whenever you search Google, please make sure you include your/a/or one of your niche' job titles:

- Which Niche' Job Boards?
 - o
- Which Blogs?
 - o
- Which Podcasts?
 - o
- Which Magazines?
 - o
- Which Conferences?
 - o
- Which Associations?
 - o
- Which Influencers?
 - o
- Which Social Networks?
 - o
- Which Facebook Groups?
 - o
- Which LinkedIn Groups?
 - o
- Which Hashtags?
 - o
- Which Authors?
 - o
- Which Mobile Apps?
 - o
- Which Brands?
 - o
- Which Vendors?

The Avatar For **[Insert Candidate #3 Job Title]**



Name:
Age: (Millennial)
Occupation:
Location:
Salary:
Education:
Passions:

The Hiring Manager Section

Statistics to Memorize and Use for **[Insert Hiring Manager #1 Job Title]**:

- #1
- #2
- #3
- #4
- #5
- #6
- #7

Within the company types that were listed above, who will these candidates report to directly? What is the Hiring Manager's title? Who will you be reaching out to within these companies? Let's start writing it out:

Example: Hiring Manager Titles:

Example: #1: [Software Development Manager](#) | #ofLocal - ATL: 110,000 | #ofNationwide: 7,550,000

#1: Hiring Manager Job Title Here

#1 Hiring Manager Job Description:

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

#1 HM reports to:

Who does this Hiring Manager Report to?:

#1 HM's on the Market

How Many Hiring Managers (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):

How Many Hiring Managers (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):

How Many Hiring Managers (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

#63 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #1 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - o Hiring Manager Statistics #1:
 - o Hiring Manager Statistics #2:
 - o Hiring Manager Statistics #3:
 - o Hiring Manager Statistics #4:
 - o Hiring Manager Statistics #5:
 - o Hiring Manager Statistics #6:
 - o Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #1 Job Title]'s** - jot them down here - you can use them.
 - o Hiring Manager Question #1:
 - o Hiring Manager Question #2:
 - o Hiring Manager Question #3:
 - o Hiring Manager Question #4:
 - o Hiring Manager Question #5:
 - o Hiring Manager Question #6:
 - o Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #1 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - o Hiring Manager Question #1:

- o Hiring Manager Question #2:
 - o Hiring Manager Question #3:
 - o Hiring Manager Question #4:
 - o Hiring Manager Question #5:
 - o Hiring Manager Question #6:
 - o Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #1 Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - o Hiring Manager People Problem / Challenge / Issue #1:
 - o Hiring Manager People Problem / Challenge / Issue #2:
 - o Hiring Manager People Problem / Challenge / Issue #3:
 - o Hiring Manager People Problem / Challenge / Issue #4:
 - o Hiring Manager Business Problem / Challenge / Issue #5:
 - o Hiring Manager Business Problem / Challenge / Issue #6:
 - o Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #1 Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - o Hiring Manager Goal #1:
 - o Hiring Manager Goal #2:
 - o Hiring Manager Goal #3:
 - o Hiring Manager Goal #4:
 - o Hiring Manager Goal #5:
 - o Hiring Manager Goal #6:
 - o Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #1 Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - o Hiring Manager Complaint #1:
 - o Hiring Manager Complaint #2:
 - o Hiring Manager Complaint #3:
 - o Hiring Manager Complaint #4:
 - o Hiring Manager Complaint #5:
 - o Hiring Manager Complaint #6:
 - o Hiring Manager Complaint #7:
- [Click Here to Research the Importance](#) of what Your **[Insert Hiring Manager #1 Job Title]** Cares most about:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: "What do * care most about" = "What do Nurses care most about")
 - o Hiring Manager Importance #1:
 - o Hiring Manager Importance #2:
 - o Hiring Manager Importance #3:
 - o Hiring Manager Importance #4:
 - o Hiring Manager Importance #5:
 - o Hiring Manager Importance #6:
 - o Hiring Manager Importance #7:
- [Click Here to Research the Mistakes](#) Your **[Insert Hiring Manager #1 Job Title]**'s make:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: biggest mistakes * make = "biggest mistakes Nurses make")
 - o Hiring Manager Mistake #1:
 - o Hiring Manager Mistake #2:
 - o Hiring Manager Mistake #3:
 - o Hiring Manager Mistake #4:
 - o Hiring Manager Mistake #5:
 - o Hiring Manager Mistake #6:
 - o Hiring Manager Mistake #7:
- [Click Here to Research Tips, How To & Action Steps](#) for Your **[Insert Hiring Manager #1 Job Title]**'st:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: "Tips, How To and Action Steps for *" = "Tips, How To and Action Steps for nurses") - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content

- Hiring Manager Tips, How Tos & Action Steps #1:
- Hiring Manager Tips, How Tos & Action Step #2:
- Hiring Manager Tips, How Tos & Action Step #3:
- Hiring Manager Tips, How Tos & Action Step #4:
- Hiring Manager Tips, How Tos & Action Step #5:
- Hiring Manager Tips, How Tos & Action Step #6:
- Hiring Manager Tips, How Tos & Action Step #7:

#1: Other Job Titles That [Insert Hiring Manager #1 Job Title] Go By:

- #1
- #2
- #3
- #4
- #5
- #6
- #7

#1: Where Are They?

- Which Lists (Purchase emails)?
 -
- Which Blogs?
 -
- Which Podcasts?
 -
- Which Magazines?
 -
- Which Conferences?
 -
- Which Associations?
 -
- Which Influencers?
 -
- Which Social Networks?
 -
- Which Facebook Groups?
 -
- Which LinkedIn Groups?
 -
- Which Hashtags?
 -
- Which Authors?
 -
- Which Mobile Apps?
 -
- Which Brands?
 -
- Which Vendors?

#1 Client Avatar



Name:
Age: (Millennial)
Occupation:
Location:
Salary:
Education:
Passions:

#2: Hiring Manager Job Title Here

#2 Hiring Manager Job Description:

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

#2 HM reports to:

Who does this Hiring Manager Report to?:

#2 HM's on the Market

How Many Hiring Managers (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):
How Many Hiring Managers (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):
How Many Hiring Managers (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

#63 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #2 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Statistics #1:
 - Hiring Manager Statistics #2:
 - Hiring Manager Statistics #3:
 - Hiring Manager Statistics #4:
 - Hiring Manager Statistics #5:
 - Hiring Manager Statistics #6:
 - Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #2 Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #2 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #2 Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - Hiring Manager People Problem / Challenge / Issue #1:
 - Hiring Manager People Problem / Challenge / Issue #2:
 - Hiring Manager People Problem / Challenge / Issue #3:
 - Hiring Manager People Problem / Challenge / Issue #4:
 - Hiring Manager Business Problem / Challenge / Issue #5:
 - Hiring Manager Business Problem / Challenge / Issue #6:
 - Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #2 Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Goal #1:
 - Hiring Manager Goal #2:
 - Hiring Manager Goal #3:
 - Hiring Manager Goal #4:
 - Hiring Manager Goal #5:
 - Hiring Manager Goal #6:
 - Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #2 Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Complaint #1:
 - Hiring Manager Complaint #2:
 - Hiring Manager Complaint #3:
 - Hiring Manager Complaint #4:
 - Hiring Manager Complaint #5:
 - Hiring Manager Complaint #6:
 - Hiring Manager Complaint #7:

- [Click Here to Research the Importance](#) of what Your [\[Insert Hiring Manager #2 Job Title\]](#) Cares most about:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “What do * care most about” = “What do Nurses care most about”)
 - o Hiring Manager Importance #1:
 - o Hiring Manager Importance #2:
 - o Hiring Manager Importance #3:
 - o Hiring Manager Importance #4:
 - o Hiring Manager Importance #5:
 - o Hiring Manager Importance #6:
 - o Hiring Manager Importance #7:

- [Click Here to Research the Mistakes](#) Your [\[Insert Hiring Manager #2 Job Title\]](#)'s make:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: biggest mistakes * make = “biggest mistakes Nurses make”)
 - o Hiring Manager Mistake #1:
 - o Hiring Manager Mistake #2:
 - o Hiring Manager Mistake #3:
 - o Hiring Manager Mistake #4:
 - o Hiring Manager Mistake #5:
 - o Hiring Manager Mistake #6:
 - o Hiring Manager Mistake #7:

- [Click Here to Research Tips, How Tos & Action Steps](#) for Your [\[Insert Hiring Manager #2 Job Title\]](#)'st:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “Tips, How To and Action Steps for * ” = “Tips, How To and Action Steps for nurses”) - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content
 - o Hiring Manager Tips, How Tos & Action Steps #1:
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 - o Hiring Manager Tips, How Tos & Action Step #3:
 - o Hiring Manager Tips, How Tos & Action Step #4:
 - o Hiring Manager Tips, How Tos & Action Step #5:
 - o Hiring Manager Tips, How Tos & Action Step #6:
 - o Hiring Manager Tips, How Tos & Action Step #7:

#2: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#2 Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#3: Hiring Manager Job Title Here

#3 Hiring Manager Job Description:

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

#3 HM reports to:

Who does this Hiring Manager Report to?:

#3 HM's on the Market

How Many Hiring Managers (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):
How Many Hiring Managers (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many Hiring Managers (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):
How Many Hiring Managers (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):
How Many Hiring Managers (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

63 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #3 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Statistics #1:
 - Hiring Manager Statistics #2:
 - Hiring Manager Statistics #3:
 - Hiring Manager Statistics #4:
 - Hiring Manager Statistics #5:
 - Hiring Manager Statistics #6:
 - Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #3 Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #3 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:

- o Hiring Manager Question #5:
- o Hiring Manager Question #6:
- o Hiring Manager Question #7:

- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #3 Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - o Hiring Manager People Problem / Challenge / Issue #1:
 - o Hiring Manager People Problem / Challenge / Issue #2:
 - o Hiring Manager People Problem / Challenge / Issue #3:
 - o Hiring Manager People Problem / Challenge / Issue #4:
 - o Hiring Manager Business Problem / Challenge / Issue #5:
 - o Hiring Manager Business Problem / Challenge / Issue #6:
 - o Hiring Manager Business Problem / Challenge / Issue #7:

- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #3 Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - o Hiring Manager Goal #1:
 - o Hiring Manager Goal #2:
 - o Hiring Manager Goal #3:
 - o Hiring Manager Goal #4:
 - o Hiring Manager Goal #5:
 - o Hiring Manager Goal #6:
 - o Hiring Manager Goal #7:

- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #3 Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - o Hiring Manager Complaint #1:
 - o Hiring Manager Complaint #2:
 - o Hiring Manager Complaint #3:
 - o Hiring Manager Complaint #4:
 - o Hiring Manager Complaint #5:
 - o Hiring Manager Complaint #6:
 - o Hiring Manager Complaint #7:

- [Click Here to Research the Importance](#) of what Your **[Insert Hiring Manager #3 Job Title]** Cares most about:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: "What do * care most about" = "What do Nurses care most about")
 - o Hiring Manager Importance #1:
 - o Hiring Manager Importance #2:
 - o Hiring Manager Importance #3:
 - o Hiring Manager Importance #4:
 - o Hiring Manager Importance #5:
 - o Hiring Manager Importance #6:
 - o Hiring Manager Importance #7:

- [Click Here to Research the Mistakes](#) Your **[Insert Hiring Manager #3 Job Title]'s** make:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: biggest mistakes * make = "biggest mistakes Nurses make")
 - o Hiring Manager Mistake #1:
 - o Hiring Manager Mistake #2:
 - o Hiring Manager Mistake #3:
 - o Hiring Manager Mistake #4:
 - o Hiring Manager Mistake #5:
 - o Hiring Manager Mistake #6:
 - o Hiring Manager Mistake #7:

- [Click Here to Research Tips, How Tos & Action Steps](#) for Your **[Insert Hiring Manager #3 Job Title]'st**:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: "Tips, How To and Action Steps for *" = "Tips, How To and Action Steps for nurses") - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content
 - o Hiring Manager Tips, How Tos & Action Steps #1:
 - o Hiring Manager Tips, How Tos & Action Step #2:
 - o Hiring Manager Tips, How Tos & Action Step #3:

- o Hiring Manager Tips, How Tos & Action Step #4:
- o Hiring Manager Tips, How Tos & Action Step #5:
- o Hiring Manager Tips, How Tos & Action Step #6:
- o Hiring Manager Tips, How Tos & Action Step #7:

#3: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#3 Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

Over Achievers Section

Now, this section is for Over Achievers who are CRAZY SERIOUS about winning in their businesses. Here is where you will be able to expand your strategic planning process and really create some amazing opportunities to stand out from your competition. All Hiring Managers and/or Key People within an organization have a different responsibility as well as different cares. Sometimes, going right to the hiring manager or key person is essential to you getting that meeting, and if that's the case, you will need to come from a different angle in your conversation based on who you are speaking to. Let's flush this out fully - and remember - this section is ONLY for the OverAchievers - if that is not you - don't touch this section:

#4: Insert # of Chief Operating Officers within the _____ market.

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

Who does this COO Report to?:

How Many COOs (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):

How Many COOs (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):

How Many COOs (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many COOs (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):

How Many COOs (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):

How Many COOs (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

- [Click Here to Research the](#) **Business Problems for COOs:**
 - Business Problem #1:
 - Business Problem #2:
 - Business Problem #3:
 - Business Problem #4:
- [Click Here to Research the](#) **People Problems for COOs:**
 - People Problem #1:
 - People Problem #2:
 - People Problem #3:
 - People Problem #4:
- [Click Here to Research](#) **Potential Questions To Ask COOs (find the questions throughout your research):**
 - Potential Questions #1:
 - Potential Questions #2:
 - Potential Questions #3:
 - Potential Questions #4:

#49 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- **BONUS:** As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #4 Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:

- Hiring Manager Question #3:
- Hiring Manager Question #4:
- Hiring Manager Question #5:
- Hiring Manager Question #6:
- Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #4 Job Title]** is having:
 - Hiring Manager People Problem / Challenge / Issue #1:
 - Hiring Manager People Problem / Challenge / Issue #2:
 - Hiring Manager People Problem / Challenge / Issue #3:
 - Hiring Manager People Problem / Challenge / Issue #4:
 - Hiring Manager Business Problem / Challenge / Issue #5:
 - Hiring Manager Business Problem / Challenge / Issue #6:
 - Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #4 Job Title]** desire:
 - Hiring Manager Goal #1:
 - Hiring Manager Goal #2:
 - Hiring Manager Goal #3:
 - Hiring Manager Goal #4:
 - Hiring Manager Goal #5:
 - Hiring Manager Goal #6:
 - Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #4 Job Title]** has:
 - Hiring Manager Complaint #1:
 - Hiring Manager Complaint #2:
 - Hiring Manager Complaint #3:
 - Hiring Manager Complaint #4:
 - Hiring Manager Complaint #5:
 - Hiring Manager Complaint #6:
 - Hiring Manager Complaint #7:
- [Click Here to Research the Importance](#) of what Your **[Insert Hiring Manager #4 Job Title]** Cares most about:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: "What do * care most about" = "What do Nurses care most about")
 - Hiring Manager Importance #1:
 - Hiring Manager Importance #2:
 - Hiring Manager Importance #3:
 - Hiring Manager Importance #4:
 - Hiring Manager Importance #5:
 - Hiring Manager Importance #6:
 - Hiring Manager Importance #7:
- [Click Here to Research the Mistakes](#) Your **[Insert Hiring Manager #4 Job Title]'s** make:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: biggest mistakes * make = "biggest mistakes Nurses make")
 - Hiring Manager Mistake #1:
 - Hiring Manager Mistake #2:
 - Hiring Manager Mistake #3:
 - Hiring Manager Mistake #4:
 - Hiring Manager Mistake #5:
 - Hiring Manager Mistake #6:
 - Hiring Manager Mistake #7:
- [Click Here to Research the Wants](#) of what Your **[Insert Hiring Manager #4 Job Title]'s** want most:
 (Instructions: On your google search, replace the * with the job title that you are referencing
 Example: "What do * want most" = "What do nurses want most")
 - Hiring Manager Wants #1:
 - Hiring Manager Wants #2:
 - Hiring Manager Wants #3:
 - Hiring Manager Wants #4:
 - Hiring Manager Wants #5:
 - Hiring Manager Wants #6:

- o Hiring Manager Wants #7:

#4: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#4 Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#5a: Insert # of Chief Human Resources Officers (CHRO) within the market.

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

Who does this CHRO Report to?:

How Many CHROs (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):

How Many CHROs (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):

How Many CHROs (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many CHROs (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):

How Many CHROs (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):

How Many CHROs (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

- [Click Here to Research the](#) **Business Problems for CHROs:**
 - Business Problem #1:
 - Business Problem #2:
 - Business Problem #3:
 - Business Problem #4:
- [Click Here to Research the](#) **People Problems for CHROs:**
 - People Problem #1:
 - People Problem #2:
 - People Problem #3:
 - People Problem #4:
- [Click Here to Research](#) **Potential Questions To Ask CHROs (find the questions throughout your research):**
 - Potential Questions #1:
 - Potential Questions #2:
 - Potential Questions #3:
 - Potential Questions #4:

#49 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #3 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Statistics #1:
 - Hiring Manager Statistics #2:
 - Hiring Manager Statistics #3:
 - Hiring Manager Statistics #4:
 - Hiring Manager Statistics #5:
 - Hiring Manager Statistics #6:
 - Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #3 Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #3 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #3 Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - Hiring Manager People Problem / Challenge / Issue #1:
 - Hiring Manager People Problem / Challenge / Issue #2:
 - Hiring Manager People Problem / Challenge / Issue #3:
 - Hiring Manager People Problem / Challenge / Issue #4:
 - Hiring Manager Business Problem / Challenge / Issue #5:
 - Hiring Manager Business Problem / Challenge / Issue #6:
 - Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #3 Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Goal #1:
 - Hiring Manager Goal #2:
 - Hiring Manager Goal #3:
 - Hiring Manager Goal #4:
 - Hiring Manager Goal #5:
 - Hiring Manager Goal #6:
 - Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #3 Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Complaint #1:
 - Hiring Manager Complaint #2:
 - Hiring Manager Complaint #3:
 - Hiring Manager Complaint #4:
 - Hiring Manager Complaint #5:
 - Hiring Manager Complaint #6:
 - Hiring Manager Complaint #7:

- [Click Here to Research the Importance](#) of what Your [\[Insert Hiring Manager #3 Job Title\]](#) Cares most about:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “What do * care most about” = “What do Nurses care most about”)
 - o Hiring Manager Importance #1:
 - o Hiring Manager Importance #2:
 - o Hiring Manager Importance #3:
 - o Hiring Manager Importance #4:
 - o Hiring Manager Importance #5:
 - o Hiring Manager Importance #6:
 - o Hiring Manager Importance #7:
- [Click Here to Research the Mistakes](#) Your [\[Insert Hiring Manager #3 Job Title\]](#)'s make:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: biggest mistakes * make = “biggest mistakes Nurses make”)
 - o Hiring Manager Mistake #1:
 - o Hiring Manager Mistake #2:
 - o Hiring Manager Mistake #3:
 - o Hiring Manager Mistake #4:
 - o Hiring Manager Mistake #5:
 - o Hiring Manager Mistake #6:
 - o Hiring Manager Mistake #7:
- [Click Here to Research Tips, How Tos & Action Steps](#) for Your [\[Insert Hiring Manager #3 Job Title\]](#)'st:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “Tips, How To and Action Steps for * ” = “Tips, How To and Action Steps for nurses”) - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content
 - o Hiring Manager Tips, How Tos & Action Steps #1:
 - o Hiring Manager Tips, How Tos & Action Step #2:
 - o Hiring Manager Tips, How Tos & Action Step #3:
 - o Hiring Manager Tips, How Tos & Action Step #4:
 - o Hiring Manager Tips, How Tos & Action Step #5:
 - o Hiring Manager Tips, How Tos & Action Step #6:
 - o Hiring Manager Tips, How Tos & Action Step #7:
-

#5a: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#5a Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#5b: Insert # of Vice President Talent Acquisition Executives within the _____ market.

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

Who does this VP, Talent Acquisition Report to?:

How Many VP, Talent Acquisition (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):

How Many VP, Talent Acquisition (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):

How Many VP, Talent Acquisition (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):

How Many VP, Talent Acquisition (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

- [Click Here to Research the](#) **Business Problems for VP, Talent Acquisition**
 - Business Problem #1:
 - Business Problem #2:
 - Business Problem #3:
 - Business Problem #4:
- [Click Here to Research the](#) **People Problems for VP, Talent Acquisition**
 - People Problem #1:
 - People Problem #2:
 - People Problem #3:
 - People Problem #4:
- [Click Here to Research](#) **Potential Questions To Ask VP, Talent Acquisition (find the questions throughout your research):**
 - Potential Questions #1:
 - Potential Questions #2:
 - Potential Questions #3:
 - Potential Questions #4:

#63 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #5a Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Statistics #1:
 - Hiring Manager Statistics #2:
 - Hiring Manager Statistics #3:
 - Hiring Manager Statistics #4:
 - Hiring Manager Statistics #5:
 - Hiring Manager Statistics #6:
 - Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #5a Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #5a Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #5a Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - Hiring Manager People Problem / Challenge / Issue #1:
 - Hiring Manager People Problem / Challenge / Issue #2:
 - Hiring Manager People Problem / Challenge / Issue #3:
 - Hiring Manager People Problem / Challenge / Issue #4:
 - Hiring Manager Business Problem / Challenge / Issue #5:
 - Hiring Manager Business Problem / Challenge / Issue #6:
 - Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #5a Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Goal #1:
 - Hiring Manager Goal #2:
 - Hiring Manager Goal #3:
 - Hiring Manager Goal #4:
 - Hiring Manager Goal #5:
 - Hiring Manager Goal #6:
 - Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #5a Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Complaint #1:
 - Hiring Manager Complaint #2:
 - Hiring Manager Complaint #3:
 - Hiring Manager Complaint #4:
 - Hiring Manager Complaint #5:
 - Hiring Manager Complaint #6:
 - Hiring Manager Complaint #7:

- [Click Here to Research the Importance](#) of what Your [\[Insert Hiring Manager #5a Job Title\]](#) Cares most about:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “What do * care most about” = “What do Nurses care most about”)
 - Hiring Manager Importance #1:
 - Hiring Manager Importance #2:
 - Hiring Manager Importance #3:
 - Hiring Manager Importance #4:
 - Hiring Manager Importance #5:
 - Hiring Manager Importance #6:
 - Hiring Manager Importance #7:

- [Click Here to Research the Mistakes](#) Your [\[Insert Hiring Manager #5a Job Title\]](#)'s make:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: biggest mistakes * make = “biggest mistakes Nurses make”)
 - Hiring Manager Mistake #1:
 - Hiring Manager Mistake #2:
 - Hiring Manager Mistake #3:
 - Hiring Manager Mistake #4:
 - Hiring Manager Mistake #5:
 - Hiring Manager Mistake #6:
 - Hiring Manager Mistake #7:

- [Click Here to Research Tips, How Tos & Action Steps](#) for Your [\[Insert Hiring Manager #5a Job Title\]](#)'st:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “Tips, How To and Action Steps for * ” = “Tips, How To and Action Steps for nurses”) - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content
 - Hiring Manager Tips, How Tos & Action Steps #1:
 - Hiring Manager Tips, How Tos & Action Step #2:
 - Hiring Manager Tips, How Tos & Action Step #3:
 - Hiring Manager Tips, How Tos & Action Step #4:
 - Hiring Manager Tips, How Tos & Action Step #5:
 - Hiring Manager Tips, How Tos & Action Step #6:
 - Hiring Manager Tips, How Tos & Action Step #7:

#5b: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#5b Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#6: Insert # of Chief Financial Officers (CFOs) within the _____ market.

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

Who does this **Chief Financial Officers (CFO)** Report to?:

How Many CFOs (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):

How Many CFOs (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):

How Many CFOs (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many CFOs (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):

How Many CFOs (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):

How Many CFOs (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

- [Click Here to Research the](#) **Business Problems for CFOs**
 - Business Problem #1:
 - Business Problem #2:
 - Business Problem #3:
 - Business Problem #4:
- [Click Here to Research the](#) **People Problems for CFOs**
 - People Problem #1:
 - People Problem #2:
 - People Problem #3:
 - People Problem #4:
- [Click Here to Research](#) **Potential Questions To Ask CEOs (find the questions throughout your research):**
 - Potential Questions #1:
 - Potential Questions #2:
 - Potential Questions #3:
 - Potential Questions #4:

#63 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #6 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Statistics #1:
 - Hiring Manager Statistics #2:
 - Hiring Manager Statistics #3:
 - Hiring Manager Statistics #4:
 - Hiring Manager Statistics #5:
 - Hiring Manager Statistics #6:
 - Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #6 Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #6 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #6 Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - Hiring Manager People Problem / Challenge / Issue #1:
 - Hiring Manager People Problem / Challenge / Issue #2:
 - Hiring Manager People Problem / Challenge / Issue #3:
 - Hiring Manager People Problem / Challenge / Issue #4:
 - Hiring Manager Business Problem / Challenge / Issue #5:
 - Hiring Manager Business Problem / Challenge / Issue #6:
 - Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #6 Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Goal #1:
 - Hiring Manager Goal #2:
 - Hiring Manager Goal #3:
 - Hiring Manager Goal #4:
 - Hiring Manager Goal #5:
 - Hiring Manager Goal #6:
 - Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #6 Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Complaint #1:
 - Hiring Manager Complaint #2:
 - Hiring Manager Complaint #3:
 - Hiring Manager Complaint #4:
 - Hiring Manager Complaint #5:
 - Hiring Manager Complaint #6:
 - Hiring Manager Complaint #7:

- [Click Here to Research the Importance](#) of what Your [\[Insert Hiring Manager #6 Job Title\]](#) Cares most about:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “What do * care most about” = “What do Nurses care most about”)
 - Hiring Manager Importance #1:
 - Hiring Manager Importance #2:
 - Hiring Manager Importance #3:
 - Hiring Manager Importance #4:
 - Hiring Manager Importance #5:
 - Hiring Manager Importance #6:
 - Hiring Manager Importance #7:

- [Click Here to Research the Mistakes](#) Your [\[Insert Hiring Manager #6 Job Title\]](#)'s make:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: biggest mistakes * make = “biggest mistakes Nurses make”)
 - Hiring Manager Mistake #1:
 - Hiring Manager Mistake #2:
 - Hiring Manager Mistake #3:
 - Hiring Manager Mistake #4:
 - Hiring Manager Mistake #5:
 - Hiring Manager Mistake #6:
 - Hiring Manager Mistake #7:

- [Click Here to Research Tips, How Tos & Action Steps](#) for Your [\[Insert Hiring Manager #6 Job Title\]](#)'st:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “Tips, How To and Action Steps for * ” = “Tips, How To and Action Steps for nurses”) - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content
 - Hiring Manager Tips, How Tos & Action Steps #1:
 - Hiring Manager Tips, How Tos & Action Step #2:
 - Hiring Manager Tips, How Tos & Action Step #3:
 - Hiring Manager Tips, How Tos & Action Step #4:
 - Hiring Manager Tips, How Tos & Action Step #5:
 - Hiring Manager Tips, How Tos & Action Step #6:
 - Hiring Manager Tips, How Tos & Action Step #7:

#6: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#6 Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#7: Insert # of Chief Executive Officers within the _____ market.

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

Who does this **Chief Executive Officers (CEO)** Report to?:

How Many CEOs (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):

How Many CEOs (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):

How Many CEOs (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many CEOs (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):

How Many CEOs (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):

How Many CEOs (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

- [Click Here to Research the](#) **Business Problems for CEOs**
 - Business Problem #1:
 - Business Problem #2:
 - Business Problem #3:
 - Business Problem #4:
- [Click Here to Research the](#) **People Problems for CEOs**
 - People Problem #1:
 - People Problem #2:
 - People Problem #3:
 - People Problem #4:
- [Click Here to Research](#) **Potential Questions To Ask CEOs (find the questions throughout your research):**
 - Potential Questions #1:
 - Potential Questions #2:
 - Potential Questions #3:
 - Potential Questions #4:

#63 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #7 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Statistics #1:
 - Hiring Manager Statistics #2:
 - Hiring Manager Statistics #3:
 - Hiring Manager Statistics #4:
 - Hiring Manager Statistics #5:
 - Hiring Manager Statistics #6:
 - Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #7 Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #7 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #7 Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - Hiring Manager People Problem / Challenge / Issue #1:
 - Hiring Manager People Problem / Challenge / Issue #2:
 - Hiring Manager People Problem / Challenge / Issue #3:
 - Hiring Manager People Problem / Challenge / Issue #4:
 - Hiring Manager Business Problem / Challenge / Issue #5:
 - Hiring Manager Business Problem / Challenge / Issue #6:
 - Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #7 Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Goal #1:
 - Hiring Manager Goal #2:
 - Hiring Manager Goal #3:
 - Hiring Manager Goal #4:
 - Hiring Manager Goal #5:
 - Hiring Manager Goal #6:
 - Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #7 Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Complaint #1:
 - Hiring Manager Complaint #2:
 - Hiring Manager Complaint #3:
 - Hiring Manager Complaint #4:
 - Hiring Manager Complaint #5:
 - Hiring Manager Complaint #6:
 - Hiring Manager Complaint #7:

- [Click Here to Research the Importance](#) of what Your [\[Insert Hiring Manager #7 Job Title\]](#) Cares most about:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “What do * care most about” = “What do Nurses care most about”)
 - Hiring Manager Importance #1:
 - Hiring Manager Importance #2:
 - Hiring Manager Importance #3:
 - Hiring Manager Importance #4:
 - Hiring Manager Importance #5:
 - Hiring Manager Importance #6:
 - Hiring Manager Importance #7:

- [Click Here to Research the Mistakes](#) Your [\[Insert Hiring Manager #7 Job Title\]](#)'s make:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: biggest mistakes * make = “biggest mistakes Nurses make”)
 - Hiring Manager Mistake #1:
 - Hiring Manager Mistake #2:
 - Hiring Manager Mistake #3:
 - Hiring Manager Mistake #4:
 - Hiring Manager Mistake #5:
 - Hiring Manager Mistake #6:
 - Hiring Manager Mistake #7:

- [Click Here to Research Tips, How Tos & Action Steps](#) for Your [\[Insert Hiring Manager #7 Job Title\]](#)'st:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “Tips, How To and Action Steps for * ” = “Tips, How To and Action Steps for nurses”) - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content
 - Hiring Manager Tips, How Tos & Action Steps #1:
 - Hiring Manager Tips, How Tos & Action Step #2:
 - Hiring Manager Tips, How Tos & Action Step #3:
 - Hiring Manager Tips, How Tos & Action Step #4:
 - Hiring Manager Tips, How Tos & Action Step #5:
 - Hiring Manager Tips, How Tos & Action Step #6:
 - Hiring Manager Tips, How Tos & Action Step #7:

#7: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#7 Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

#8: Insert # of Executive Administrative Assistant to HM within the market.

Insert role job description here so that you have a clear understanding of what the hiring manager is responsible for and what's important to them specifically.

Who does this **Executive Administrative Assistant (EA)** Report to?:

How Many EAs (with this job title) Can You Find Nationwide on LinkedIn (insert the #) (don't forget to hyperlink):

How Many EAs (with this job title) Can You Find In Your Home Location on LinkedIn (insert the #):

How Many EAs (with this job title) Can You Find In Location #1 on [LinkedIn](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #2 on [LinkedIn](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #3 on [LinkedIn](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #4 on [LinkedIn](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #5 on [LinkedIn](#) (insert the #):

How Many EAs (with this job title) Can You Find Nationwide on [Indeed](#) (insert the #) (don't forget to hyperlink):

How Many EAs (with this job title) Can You Find In Your Home Location on [Indeed](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #1 on [Indeed](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #2 on [Indeed](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #3 on [Indeed](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #4 on [Indeed](#) (insert the #):

How Many EAs (with this job title) Can You Find In Location #5 on [Indeed](#) (insert the #):

- [Click Here to Research the](#) **Problems for Executive Assistants**
 - Business Problem #1:
 - Business Problem #2:
 - Business Problem #3:
 - Business Problem #4:
- [Click Here to Research](#) **Potential Questions To Ask Executive Assistants (find the questions throughout your research):**
 - Potential Questions #1:
 - Potential Questions #2:
 - Potential Questions #3:
 - Potential Questions #4:

#63 Problems, Challenges, frustrations, complaints, goals, wishes, hopes, etc. of your hiring managers:

- [Click Here to Research the Statistics](#): As you are conducting your research, if you see Statistics that are associated with **[Insert Hiring Manager #8 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Statistics #1:
 - Hiring Manager Statistics #2:
 - Hiring Manager Statistics #3:
 - Hiring Manager Statistics #4:
 - Hiring Manager Statistics #5:
 - Hiring Manager Statistics #6:
 - Hiring Manager Statistics #7:
- **Questions**: As you are conducting your research, if you see questions that are being asked by **[Insert Hiring Manager #8 Job Title]'s** - jot them down here - you can use them.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- **Quotes** from Industry Leaders, Experts, and various Articles: As you are conducting your research, regarding **[Insert Hiring Manager #8 Job Title]'s** - jot them down here - you can use them for social media, ads, and email marketing.
 - Hiring Manager Question #1:
 - Hiring Manager Question #2:
 - Hiring Manager Question #3:
 - Hiring Manager Question #4:
 - Hiring Manager Question #5:
 - Hiring Manager Question #6:
 - Hiring Manager Question #7:
- [Click Here to Research the Problems](#) that Your **[Insert Hiring Manager #8 Job Title]** is having - you can use them for your email marketing and lead magnet content:
 - Hiring Manager People Problem / Challenge / Issue #1:
 - Hiring Manager People Problem / Challenge / Issue #2:
 - Hiring Manager People Problem / Challenge / Issue #3:
 - Hiring Manager People Problem / Challenge / Issue #4:
 - Hiring Manager Business Problem / Challenge / Issue #5:
 - Hiring Manager Business Problem / Challenge / Issue #6:
 - Hiring Manager Business Problem / Challenge / Issue #7:
- [Click Here to Research the Goals](#) that Your **[Insert Hiring Manager #8 Job Title]** desire - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Goal #1:
 - Hiring Manager Goal #2:
 - Hiring Manager Goal #3:
 - Hiring Manager Goal #4:
 - Hiring Manager Goal #5:
 - Hiring Manager Goal #6:
 - Hiring Manager Goal #7:
- [Click Here to Research the Complaints](#) that Your **[Insert Hiring Manager #8 Job Title]** has - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content:
 - Hiring Manager Complaint #1:
 - Hiring Manager Complaint #2:
 - Hiring Manager Complaint #3:
 - Hiring Manager Complaint #4:
 - Hiring Manager Complaint #5:
 - Hiring Manager Complaint #6:
 - Hiring Manager Complaint #7:

- [Click Here to Research the Importance](#) of what Your [\[Insert Hiring Manager #8 Job Title\]](#) Cares most about:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “What do * care most about” = “What do Nurses care most about”)
 - o Hiring Manager Importance #1:
 - o Hiring Manager Importance #2:
 - o Hiring Manager Importance #3:
 - o Hiring Manager Importance #4:
 - o Hiring Manager Importance #5:
 - o Hiring Manager Importance #6:
 - o Hiring Manager Importance #7:

- [Click Here to Research the Mistakes](#) Your [\[Insert Hiring Manager #8 Job Title\]](#)'s make:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: biggest mistakes * make = “biggest mistakes Nurses make”)
 - o Hiring Manager Mistake #1:
 - o Hiring Manager Mistake #2:
 - o Hiring Manager Mistake #3:
 - o Hiring Manager Mistake #4:
 - o Hiring Manager Mistake #5:
 - o Hiring Manager Mistake #6:
 - o Hiring Manager Mistake #7:

- [Click Here to Research Tips, How Tos & Action Steps](#) for Your [\[Insert Hiring Manager #8 Job Title\]](#)'st:
(Instructions: On your google search, replace the * with the job title that you are referencing
Example: “Tips, How To and Action Steps for * ” = “Tips, How To and Action Steps for nurses”) - you can use them for your sales emails, scripts, ads, social media, lead magnet, and email marketing content
 - o Hiring Manager Tips, How Tos & Action Steps #1:
 - o Hiring Manager Tips, How Tos & Action Step #2:
 - o Hiring Manager Tips, How Tos & Action Step #3:
 - o Hiring Manager Tips, How Tos & Action Step #4:
 - o Hiring Manager Tips, How Tos & Action Step #5:
 - o Hiring Manager Tips, How Tos & Action Step #6:
 - o Hiring Manager Tips, How Tos & Action Step #7:

#8: Where Are They?

- o Which Lists (Purchase emails)?
 -
- o Which Blogs?
 -
- o Which Podcasts?
 -
- o Which Magazines?
 -
- o Which Conferences?
 -
- o Which Associations?
 -
- o Which Influencers?
 -
- o Which Social Networks?
 -
- o Which Facebook Groups?
 -
- o Which LinkedIn Groups?
 -
- o Which Hashtags?
 -
- o Which Authors?
 -
- o Which Mobile Apps?
 -
- o Which Brands?
 -
- o Which Vendors?

#8 Client Avatar



Name:

Age: (Millennial)

Occupation:

Location:

Salary:

Education:

Passions:

Who are your Client's customers? What type of companies / customers do your client's have and what's important to them? Knowing this will allow you to gain extra insight on your customers AND you'll also learn how to serve your customers better.

My Competitors

Here is the [standard worksheet](#) | [clinical worksheet](#) that you can pull from (make a copy), however It's important to jot down who your Major & Minor competitors are:

Niche' Competitors:

Niche' Competitor #1:
Niche' Competitor #2:
Niche' Competitor #3:
Niche' Competitor #4:
Niche' Competitor #5:
Niche' Competitor #6:
Niche' Competitor #7:

Major Competitors:

Major Competitor #1:
Major Competitor #2:
Major Competitor #3:
Major Competitor #4:
Major Competitor #5:
Major Competitor #6:
Major Competitor #7:

Minor Competitors:

Minor Competitor #1:
Minor Competitor #2:
Minor Competitor #3:
Minor Competitor #4:
Minor Competitor #5:
Minor Competitor #6:
Minor Competitor #7:

Nationwide Competitors:

Nationwide Competitor #1:
Nationwide Competitor #2:
Nationwide Competitor #3:
Nationwide Competitor #4:
Nationwide Competitor #5:
Nationwide Competitor #6:
Nationwide Competitor #7:

Local Competitors:

Local Competitor #1:

Local Competitor #2:

Local Competitor #3:

Local Competitor #4:

Local Competitor #5:

Local Competitor #6

Local Competitor #7:

Non-Negotiables

All business is not good business and all money is not good money. You may learn this the hard way, but I want to give you a bit of a heads up now. When you're running a business, especially a staffing business, you will come off to employers (and candidates too) as either being one who is "thirsty" and "THOT like" OR one who has standards and is aware of their value. Not just their value, but the value that they bring to the industry, to that client and candidates and more. Only you can define who you are and how you may be perceived by the potential employer, however having standards is about identifying what you will and will not accept. Let's define what you WILL not accept. When you first start the planning process of your business you may not have much to add here, but as you attend your coaching classes and have experiences (as your team is having experiences) you will continue to add to this section throughout the life of your business:

We Do NOT Serve Customers Who:

We DO NOT Serve Customers Who #1:
We DO NOT Serve Customers Who #2:
We DO NOT Serve Customers Who #3:
We DO NOT Serve Customers Who #4:
We DO NOT Serve Customers Who #5:
We DO NOT Serve Customers Who #6:
We DO NOT Serve Customers Who #7:

We Do NOT Proactively Sell to Customers Who:

We DO NOT Proactively Sell to Customers Who #1:
We DO NOT Proactively Sell to Customers Who #2:
We DO NOT Proactively Sell to Customers Who #3:
We DO NOT Proactively Sell to Customers Who #4:
We DO NOT Proactively Sell to Customers Who #5:
We DO NOT Proactively Sell to Customers Who #6:

An Opportunity Is NOT a Fit When...:

#1:
#2:
#3:
#4:
#5:
#6:

Social Media Post Research Planning

There are a number of types of social media posts that you will need to write. Most people only post job postings, however that is not how you engage and build true and meaningful social engagement. So, while you're in the research phase, do as much as you can to fill in the blanks below. In many instances, the information that you include below will be a representation or repeat of what you've listed above - this time, you're just adding it in a format that will be conducive to you when you need it later on.

For Candidates:

Level 1 Attraction Ads - (Informs & Inspires):

- Statistics - Did You Know That...?
- Quote - From Our Founder Ads
- Quote - From Industry Leader Ads
- Quote - From A Recent Article Ads
- Questions - Asking Questions that Focus on Their Pain/Goals
- Advertise Your Services & Product Ads

Level 2 Nurture Ads - (Nurtures & Connects):

- Tips, How Tos & Action Steps Ads
- Advice Style Ads
- Vision / Goal Driven - Future Pace - What's Possible Ads
- Opinion Style Ads - Give Your Opinion
- Proof, Testimonial, Case Study Style Ads

Level 3 Ask Ads - (Asks & Inquires):

- **Ask for The Date Ads**
 - Ask to Attend The Webinar Ads
 - Ask to Book an Appointment Ads
 - Ask to Visit VSL (Video Sales Letter) Ads
- **Lead Magnet Ads**
 - Employer People Problem Lead Magnet Ads
 - Employer Business Problem Lead Magnet Ads

For Employers:

Level 1 Attraction Ads - (Informs & Inspires):

- Statistics - Did You Know That...?
- Quote - From Our Founder Ads
- Quote - From Industry Leader Ads

- Quote - From A Recent Article Ads
- Questions - Asking Questions that Focus on Their Pain/Goals
- Advertise Your Services & Product Ads

Level 2 Nurture Ads - (Nurtures & Connects):

- Tips, How Tos & Action Steps Ads
- Advice Style Ads
- Vision / Goal Driven - Future Pace - What's Possible Ads
- Opinion Style Ads - Give Your Opinion
- Proof, Testimonial, Case Study Style Ads

Level 3 Ask Ads - (Asks & Inquires):

- **Ask for The Date Ads**
 - Ask to Attend The Webinar Ads
 - Ask to Book an Appointment Ads
 - Ask to Visit VSL (Video Sales Letter) Ads
- **Lead Magnet Ads**
 - Employer People Problem Lead Magnet Ads
 - Employer Business Problem Lead Magnet Ads

Website, Content Writer, Blog Titles, Inbound Lead Magnet Title Research

Note Regarding Website Copy Revisions: a revision is part of the process of writing website copy, nobody nails it the first time and we get very few cues from the NOW about the brand voice/personality they are going for which means we have to play it safe, and this results in copy that feels generic to clients who had specific expectations. # of revisions

Do You Have a Lead Magnet or Lead Magnet Idea?

For Candidates:

Candidate Lead Magnet Type #1:

Candidate Lead Magnet Title #1:

Candidate Lead Magnet Call To Action (CTA) #1:

Candidate Lead Magnet Type #2:

Candidate Lead Magnet Title #2:

Candidate Lead Magnet Call To Action (CTA) #2:

Candidate Lead Magnet Type #3:

Candidate Lead Magnet Title #3:

Candidate Lead Magnet Call To Action (CTA) #3:

Candidate Lead Magnet Type #4:

Candidate Lead Magnet Title #4:

Candidate Lead Magnet Call To Action (CTA) #4:

For Employers:

Employer People Problem #1:

Employer Lead Magnet Type #1:

Employer Lead Magnet Title #1:

Employer Lead Magnet Call To Action (CTA) #1:

Employer People Problem #2:

Employer Lead Magnet Type #2:

Employer Lead Magnet Title #2:

Employer Lead Magnet Call To Action (CTA) #2:

Employer Business Problem #3:

Employer Lead Magnet Type #3:
Employer Lead Magnet Title #3:
Employer Lead Magnet Call To Action (CTA) #3:

Employer Business Problem #4:
Employer Lead Magnet Type #4:
Employer Lead Magnet Title #4:
Employer Lead Magnet Call To Action (CTA) #4:

Where Are You Sending Them?

Book an Appointment URL:
Bitly URL:
Lead Magnet Landing Page URL:
View Jobs Page URL:
Webinar URL:
Podcast URL:

What Contact Information do you need to capture from your leads?

- *Name:
- *Email:
- *Phone: