



*10 Pillars of Recruiting Mastery*

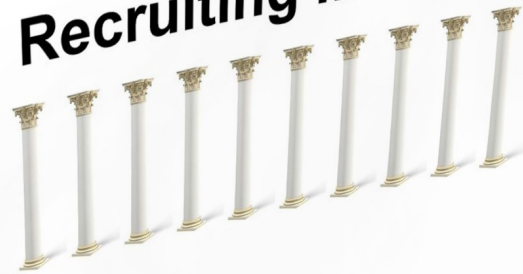


Prospecting Mastery Institute

Presents

The MLM Expert's Journal

# '10 Pillars of Recruiting Mastery'



by Allan Wich

by Allan Wich



Prospecting Mastery Institute

Presents

The MLM Expert's Journal

# '10 Pillars of Recruiting Mastery'



by Allan Wich



Pillar #1 **Identify YOUR Target Market**

Pillar #2 **Create YOUR Brand**

Pillar #3 **Develop YOUR PLACE**

Pillar #4 **Add Value to YOUR List**

Pillar #5 **Always Teach Above YOUR Audience**

Pillar #6 **Own YOUR Expertise**

Pillar #7 **Research YOUR Competition**

Pillar #8 **Keep YOUR Finger on the Economy's Pulse**

Pillar #9 **Be Loyal to YOUR Agenda**

Pillar #10 **Identify YOUR Partnerships & Collaborators**



## PILLAR #2

Create **YOUR** Brand



## Pillar #2

**Create YOUR Brand.** No, don't go hire someone that charges you to make an image of you as the next best thing since sliced bread; that's not what this means; branding has changed a bit.

A brand is a set of public artifacts that reveal who you are, how you serve, and what people can expect from you in terms of image, value and service.

Artifacts can be interviews, papers, journals, videos, speeches, peer reviews, articles, etc.. either written or spoken by you or on your behalf. These are bits of information that help define you the person, to those just getting to know you, including the Media. I cover 'Media' in Expert Models for Recruiting and Team Development'

Here are some examples of my public artifacts: they happen to be some samples of the articles I wrote for 26 of the worlds largest hotel industries on-line magazines; and an interview I did with Dr. Albert Starr, World Renowned Surgeon, Inventor, my Cardiologist and friend.

It's a chance for people to get to know me without me sitting in front of them, and without a self serving script; info that is easily available through the web, you-tube, google, Facebook or in my own library for occasions such as this. This adds to street cred for recruiting as-well-as for media outlets that can find you and view your image, value and service. Media contacts can be a great vehicle for exposure; more on that later.

**hospiality**  
LATEST NEWS

- HSYNDICATE
- ihra
- American Hotel & Lodging Association
- wiwih
- Cornell University School of Hotel Administration
- ecconnect
- HFTP
- UltraHotelier.com

**Hotel Online**  
News for the Hospitality Executive

- hotelschools.com
- HSMIAI
- HSMIAI Europe
- globe
- NBTA NATIONAL BUSINESS TRAVEL ASSOCIATION
- Hotel Technology
- THE UNIVERSITY OF ALBANY
- LAUSANNE

**SmartBrief**

- hotelier.com
- The Hospitality Hub
- HIS
- my HSYNDICATE
- HSMIAI
- HITEC
- HFTP

**Hotel Online**  
News for the Hospitality Executive

goulsstoneslots hospitality & recreation advertisement

Are Design Professionals Worth the Fees they Charge?

By Allan Wich - December 2007

I recently found myself in the middle of a discussion on the validation of design service fees and whether or not hospitality design professionals w

**Christianity, Is There A Place For It In The Hospitality Industry? | By Allan Wich**

Much chat lately about religion and self expression in the hotel arena, should it be shouldn't it be. In reading between the lines, it doesn't appear that religion itself is in question but rather the delivery system we choose or the potential for evangelism or perceived evangelism; that appears to be the 'fear' and that fear has the potential to limit income or negatively effect investor(s) value, or does it?

So what is acceptable, well I believe it depends upon the objective of the investor and owner group; more and more investors are looking at fulfilling not only the base need (monetary gain, increase in share value) but also the need to fulfill ones own opportunity for legacy creation. There are many investors (aside from traditor

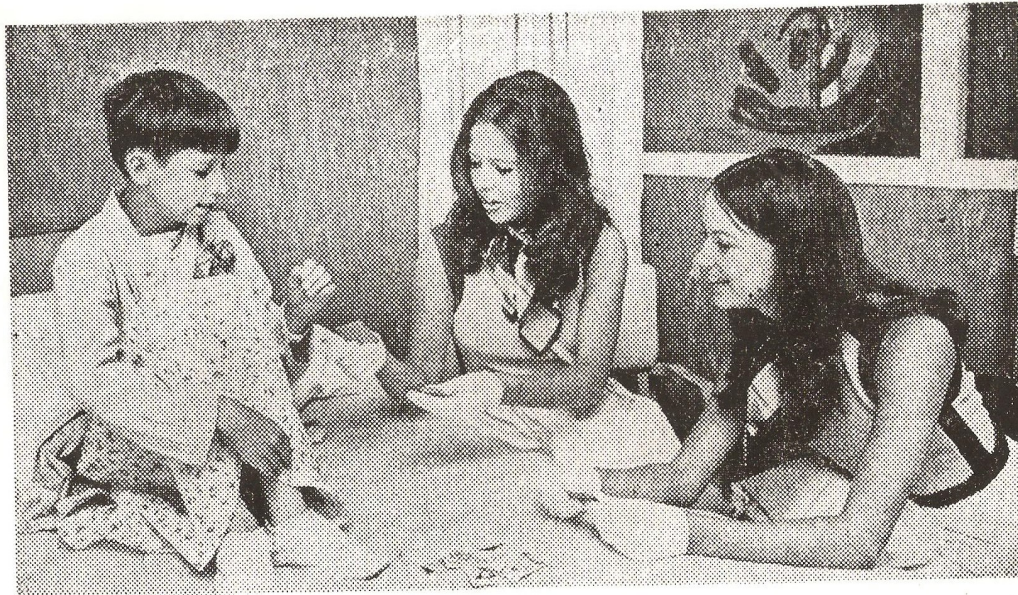




## ***Pillar #2, continued***

Although truth-be-known, I think my brand and reputation began just a few years earlier, say 1972 when I was 11; Yes, I was shy and impressionable; but hey what 11 year old boy wouldn't be with two Portland, Oregon Rose Festival Princesses playing cards on his hospital bed none-the-less!

but I digress :-))



VISITORS — Ronald Allan Wich, 10, who is awaiting heart surgery was visited by two princesses, Danielle Folquet of Jackson High and Marilyn Krowartz of Wilson, who made day memorable. June 8, 1972

You don't have to already be recognized publically; don't worry if you don't have any of these things to share. Make it a point to go out and create them yourself; in a grateful, relate-able, transparent way. They can be simple blog posts, maybe a article for an industry publication....I know you get the idea.

More later on how to do that and with what type of frame work.

