



10 Pillars of Recruiting Mastery



Prospecting Mastery Institute

Presents

'10 Pillars of Recruiting Mastery'



by Allan Wich

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ON-LINE Prospecting Opportunity

*“economists agree that 25% of the global population is currently connected via either web based or cell phone platforms, and that in 18-36 months that number will increase to **75%**; that’s an additional **3 BILLION** new people.”*

The ‘Recruiting Masters’ will capture the largest share of business from this emerging group.

WANNA BE ONE?

If you are reading this then you are an Entrepreneur, well done!!





Hi everyone.

Thank you so much for the posts, emails and calls about your challenges, successes and topics you would like more coaching and training on. I am honored by your choice to follow me and my content; and I promise to bring my absolute best in serving you.

Many of you have asked me how to become an expert prospector/recruiter/team-builder to this new emerging demographic. The answer is simple: BUILD YOUR LIST and serve it well. To give you the framework on how to do that; I built this:

'10 Pillars of Recruiting Mastery'

This is a summation of 12 years of research, study and application; both inside and outside of many industries, boiled down to these 10 Pillars of Recruiting Mastery. This helped me build leading teams in the fields of architecture, small business development, MLM Company Start-ups, MLM Distributorships and real-estate development.

..allan



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 #1

Identify **YOUR Target Market**



Pillar #1

Identify YOUR Target Market, and build an 'AUDIENCE' within it that will be attracted to you and follow you first and your company or opportunity second. Know your market, identify with them by knowing their journey; develop a reputation as a relate-able Leader.

An Audience: These are the kind of people you want to work with, people you want as part of your global tribe. People of character, life experience, gratefulness, transparency. What do they find relevant and important and with whom do they have influence. **You can never know too much about your audience!!**

example: If I were a professional Chef and wanted to attract an audience to promote my chef level recipes to, say working moms; here's how I might define them. These are mom's that are:

- on-it',
- multi-taskers, and good at it
- family motivated,
- nutritionally positioned
- are connected to the 'social landscape' (they have 'influence' but are also 'influence-able')
- juggling more tasks than they have time
- emotional driven, they are givers, they want to satisfy
- probably between the ages of 25-45
- searching for a solution, from someone they can 'Relate to', someone that 'Gets' them
- challenged with having little time to research and make an educated decision
- economically conscious, and often forced into non-creative meal plans
- searching for validation, a smile or a 'Wow mom, this dinner rocks'
- probably going to prepare the meal by 'themselves'
- family centered and like communication at 'meal time'
- loyal

Don't get hung up on **HOW** to market to them, that comes later, with your relate-ability! You don't hunt them, they search for you!



Pillar #1 continued

This probably isn't very readable, but it is the work I did to define the target demographic I market to and serve. This is a summation of 5 days of documentation from my prior research, interviews, brainstorming the needs of the entrepreneur, how they are being served, what's missing, how it stacks up to recruiting and prospecting in other industries, etc. From this I further defined my market.

If you are reading this, then you are part of the target demographic
I SERVE and HONOR.



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.

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.



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.

PILLAR #3

Develop YOUR Place



Pillar #3

Develop *YOUR Place* for your audience to find YOU.

This is **NOT** the website your company provides for you as their representative; in fact this isn't about your company in any way, this is about YOU (except you will have a link on it that directs them to your company site or opportunity if you represent another entity, otherwise, this is YOUR home page.) If they like you the person, chances are they will look further!

The global market place is changing, both on-line and off-line; the real gravy though will come from on-line commerce. Here's why: economists all agree that within the next 18-36 months, ***global connectivity*** through a web based platform or a mobile phone platform will increase from **25% to 75%**; that equates to 3 BILLION new people becoming connected and looking for something to do and somebody to teach and lead them; that someone needs to be YOU.....

The more KNOWN and recognized you are as an 'EXPERT' both inside and outside of your industry, someone that is humble, grateful and relate-able, will be the one others will want to be like and follow. Because of your Brand or Image, you are more likely to make it onto the radar of the target market you want to serve; and you will be more likely recognized also for your character and service outside of your industry, which has compounded value.

As an example: Who do you follow? What people make it onto your radar and why? There is a high likelihood that some of the them are outside of your direct industry, but they have value with you and your choices of what you do and probably how you do it.

With that being said I encourage you to develop a website, the 'PLACE' a platform for you to market you; this is a place for the world to meet you and the value you offer. Here you can promote yourself, your character, your service, what you represent as an individual (your DNA) as-well-as a portal to your company if you represent another aside from yourself.

How should someone search for you? Easy, secure a domain that is your name: **www.yourname.com**

So what can this look like? See the next page!



Pillar #3 continued

YOUR PLACE

This example is my website landing page while it was still under construction. I have additional pages, but a landing page like this would serve you well.

This is a style that most of the leading global prospect recruiters use, and it is a very well tested format. This is 'Optimize Press'

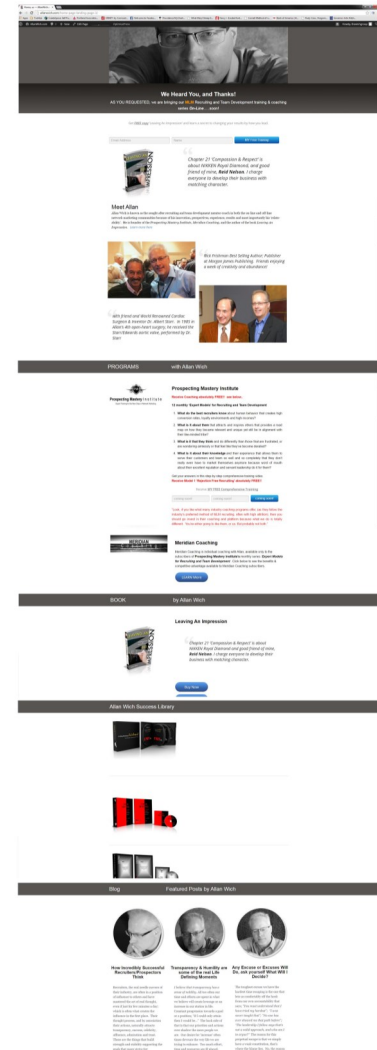
If I showed you nothing else beyond this, no more detail than this, it would be enough for you to make a good stab at creating your own and becoming a global leader in your industry.

These sections, talk about my DNA, my character, a video where I talk about me the person and my story. All of these are important in attracting prospects to me; it makes me relatable.

There is a framework behind these sections, a specific reason they are here, what they portray, their message; all have key importance in my message to you. In all likelihood, my landing page is how you received this Journal, a download when you joined my mailing list. Some of these sections are **KEY** for you!!

Be sure to interconnect with your other social media sharing sites: link to your Facebook, Google account, iTunes and YouTube accounts.

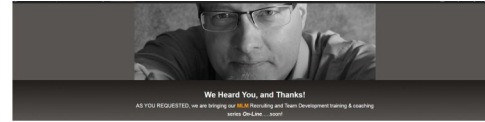
www.allanwich.com



If no-one is joining to you, following you or searching for you, its because you have never been taught how to draw them in. Become the flower with great nectar and not the bee buzzing from flower to flower.



Pillar #3 continued



The MOST important piece of your site is YOUR Video!
On my site, the video plays when you click on the Image of me.

Click on it and it plays a video about me and why someone would want to follow me, but if and only if they believe that I relate to them in one form or another. This is 'attraction marketing'. It's also another reason I call this type of marketing/recruiting 'Rejection Free'; if they don't like or relate to you they won't follow you, or your information or your opportunity; money alone isn't enough.

So what should your video say about you? What should you include? How should you say it? Etc... These things may seem unimportant but they are indeed very important if you want to become an expert recruiter and team builder. I suggest writing a script and either read it un-obviously into the camera from either a teleprompter or notes; but I suggest you memorize it, that way it is and appears REAL.

Your video script should include:

- Your journey, how you got here
- why you picked your industry
- your life experience that is relatable to this opportunity, what you have learned
- and finally your mission.
- This is **NOT** a sales video for your opportunity!



Pillar #3 continued

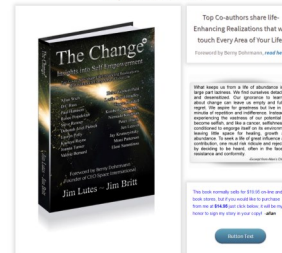
Get your FREE COPY of my **10 Pillars of Recruiting Mastery** (one Pillar and tutorial video from me each week) and learn the secrets only the recruiting industry Masters use and master by



In the next 18-36 months, 3 Billion new people will be coming on line. It's the Recruiting Masters that have the opportunity to capitalize on this demographic!

First Name _____
Last Name _____
Email _____
GET THIS FREE BOOK EDITION
Get This Free eBook edition

The Change 6 Insights Into Self Empowerment



Top Co-authors share life-Enhancing Realizations that will Touch Every Area of Your Life!
Foreword by Tony Danzmann, [Read Now](#)

What makes us happy? Is it our profession? Is it our money? Is it the love of someone else? Or is it our freedom? The answers are not what you think. It's not about the money, it's not about the power, it's not about the status. It's about the power to give and to take. It's about the power to love and to be loved. It's about the power to create and to be created. It's about the power to change and to be changed. It's about the power to live and to be lived. It's about the power to be and to be seen. It's about the power to be and to be known. It's about the power to be and to be loved. It's about the power to be and to be free.

The book is available for \$9.99 on Amazon and is a great gift. If you need it to purchase from an Amazon affiliate link, please use the link below to support my business.

RECRUITING EXPERT, ALLAN WICH PRESENTS...

Leaving An Impression

This leading book asks some tough social questions while recognizing the efforts and results of our national educators!



- Chapter 21: Royal Diamond, Reid Nelson
- Chapter 4: Unselfish Development
- Chapter 10: Possible - Fueling Student Potential
- Chapter 18: Protective Instincts
- Chapter 20: Decidedly Diluted - Opened Borders for Expatriates

These are just a few of the impressions we influence...



The 2nd MOST important piece of your site are YOUR email capture element(s)

The best way to capture an email is to be real and open with your audience; GIVE them something that they deem relevant and valuable in return for their decision to follow you.

I capture emails by giving away either or all of these three items:

1. **this Journal '10 Pillars of Recruiting Mastery'**
2. **My Book 'The Change 6'**
3. **My book, 'Leaving An Impression'**

This journal. Well that's self explanatory as to how it relates and adds value.

My co-authored book '**The Change 6**' is all about the entrepreneur; perspectives and personal stories from entrepreneurs.

My book '**Leaving An Impression**' is about recognizing our nations public education teacher (which I have several in my family.) This book can be found on my site in FREE download format (or a discounted print edition), or go directly to Amazon and just type in Leaving An Impression.

All three of these offer great value in exchange for someone's decision to extend to join my list. I take the serving of someone's email very responsibly and will not ever violate this relationship; that's part of my brand; and for it I offer great relevant value.

PILLAR #4

Add Value to YOUR List



Pillar #4

Add Value to *YOUR LIST*

Your list, the people that have made a cognitive decision to follow you because of your character, gratitude, humility, relate-ability, etc.... Is the most VALUABLE commodity you will ever own as a business owner, IN ANY INDUSTRY!!

How do you keep and grow this list? by adding **VALUE**. Honor their choice to follow you, learn from you, recommend you; and not just the ones that choose to join you. This will make you unique in the market place and greatly relevant. The top 5 industry coaches do this because they know the value of generosity, honesty and gratitude.

How do you add value, well that's easy; give great, relevant, honest FREE content.

Example: I have done that here for you with **this journal**. You may never join me or invest in any of my coaching programs, and that's ok. My goal is to help elevate the 'entrepreneur'; and part of my promise in doing that is to give relevant, in-depth, and comprehensive content that can help increase the value of your life. Some of it will be directly related to a particular industry and some of it will be guided at improving your overall health, mental fitness, economic platform, spiritual guidance and your fitness as a leader.

All are important as you increase the size of your flock as-well-as your rise on the interest level of the industry and on the media and partners that will help promote YOU.

I developed this journal because sooo many of you asked for it. One of the most frequently asked questions of me was; *What makes an expert prospector/recruiter/team builder?*

Now, I could have just guided you towards one of my programs and left it at that, but that is single minded and self serving thinking. My goal for you is to help you reach a level within this business where you really don't need to market yourself anymore, because word of mouth about your excellent reputation, and your servant leadership, will do it for you.

So give great relevant content for FREE, through print and video media. **Why video media? Because video is the single most thing consumed second only to food and water!!**



Pillar #4 continued

You add value through content and you deliver it by 'campaign'. A campaign is a automated system that delivers content on a regular basis (or when you determine you want it sent) to people that join your email list. Once you capture their email, (in exchange for something you offer them that they find value in) you're now authorized to educate and 'market' to them; but only with honesty, transparency and gratitude; never violate your integrity or that of your audience, own your material; be authentic!

Below are two examples of my free content I give away through my site when someone opts-in to my email list. First is this Journal; the second is a snap shot from my shopping cart account showing my weekly newsletter. (I use 1Shopping cart, others are infusion soft, Ontraport.)



Autoreponder Message	Days Delay	Message Type	Year	Status
Book_Talk_#1_The_Power_of_Prospectus... 1 days delay	1	HTML	Year 2010	Complete
Book_Talk_#2_Your_Career_Development... 2 days delay	2	HTML	Year 2010	Complete
Book_Talk_#3_10_Steps_To_Your_Success... 3 days delay	3	HTML	Year 2010	Complete
Book_Talk_#4_Your_Chance... 4 days delay	4	HTML	Year 2010	Complete
Book_Talk_#5_Your_Resume... 5 days delay	5	HTML	Year 2010	Complete
Book_Talk_#6_Your_Resume... 6 days delay	6	HTML	Year 2010	Complete
Book_Talk_#7_Your_Resume... 7 days delay	7	HTML	Year 2010	Complete
Book_Talk_#8_Your_Resume... 8 days delay	8	HTML	Year 2010	Complete
Book_Talk_#9_Your_Resume... 9 days delay	9	HTML	Year 2010	Complete
Book_Talk_#10_Your_Resume... 10 days delay	10	HTML	Year 2010	Complete
Book_Talk_#11_Your_Resume... 11 days delay	11	HTML	Year 2010	Complete
Book_Talk_#12_Your_Resume... 12 days delay	12	HTML	Year 2010	Complete
Book_Talk_#13_Your_Resume... 13 days delay	13	HTML	Year 2010	Complete
Book_Talk_#14_Your_Resume... 14 days delay	14	HTML	Year 2010	Complete
Book_Talk_#15_Your_Resume... 15 days delay	15	HTML	Year 2010	Complete
Book_Talk_#16_Your_Resume... 16 days delay	16	HTML	Year 2010	Complete
Book_Talk_#17_Your_Resume... 17 days delay	17	HTML	Year 2010	Complete
Book_Talk_#18_Your_Resume... 18 days delay	18	HTML	Year 2010	Complete
Book_Talk_#19_Your_Resume... 19 days delay	19	HTML	Year 2010	Complete
Book_Talk_#20_Your_Resume... 20 days delay	20	HTML	Year 2010	Complete
Book_Talk_#21_Your_Resume... 21 days delay	21	HTML	Year 2010	Complete
Book_Talk_#22_Your_Resume... 22 days delay	22	HTML	Year 2010	Complete
Book_Talk_#23_Your_Resume... 23 days delay	23	HTML	Year 2010	Complete
Book_Talk_#24_Your_Resume... 24 days delay	24	HTML	Year 2010	Complete
Book_Talk_#25_Your_Resume... 25 days delay	25	HTML	Year 2010	Complete
Book_Talk_#26_Your_Resume... 26 days delay	26	HTML	Year 2010	Complete
Book_Talk_#27_Your_Resume... 27 days delay	27	HTML	Year 2010	Complete
Book_Talk_#28_Your_Resume... 28 days delay	28	HTML	Year 2010	Complete
Book_Talk_#29_Your_Resume... 29 days delay	29	HTML	Year 2010	Complete
Book_Talk_#30_Your_Resume... 30 days delay	30	HTML	Year 2010	Complete
Book_Talk_#31_Your_Resume... 31 days delay	31	HTML	Year 2010	Complete
Book_Talk_#32_Your_Resume... 32 days delay	32	HTML	Year 2010	Complete
Book_Talk_#33_Your_Resume... 33 days delay	33	HTML	Year 2010	Complete
Book_Talk_#34_Your_Resume... 34 days delay	34	HTML	Year 2010	Complete
Book_Talk_#35_Your_Resume... 35 days delay	35	HTML	Year 2010	Complete
Book_Talk_#36_Your_Resume... 36 days delay	36	HTML	Year 2010	Complete
Book_Talk_#37_Your_Resume... 37 days delay	37	HTML	Year 2010	Complete
Book_Talk_#38_Your_Resume... 38 days delay	38	HTML	Year 2010	Complete
Book_Talk_#39_Your_Resume... 39 days delay	39	HTML	Year 2010	Complete
Book_Talk_#40_Your_Resume... 40 days delay	40	HTML	Year 2010	Complete

PILLAR #5

Always Teach Above **YOUR Audience**



Pillar #5

Always Teach Above *YOUR* Audience with the content you give. If they need you for Growth; they will stay!!

Some say that this is a controversial platform; the majority say that you should coach/teach/educate/recruit to a low common denominator so as not to alienate anyone and reach more people and be more duplicatable;

NOTHING COULD BE FURTHER FROM THE TRUTH

Imagine where we would be as a global entity if we taught to the lowest common denominator in sciences, mathematics, medicine, arts, exploration, business etc... ???

That's a scary thought; and I don't want to be linked to it; my guess is, neither do you.

Most of the time we default to the lowest because we fear: failure, risk, reputation, even success. If that reflects you, your road in your industry could be long and arduous, unless you submit yourself to a teacher mindset. Your main act is to educate, educate oh and educate. If you do that well you will never fail in your industry.

My guess is about now you are asking yourself just what does **educate** mean in Marketing?

Educate means you are teaching your audience; not buying lists and dialing for dollars or pestering your friends all the time. Does this take work? YES.

What do you need to do, to be a good teacher and to teach ABOVE your audience??

Turn the page....



Pillar #5 continued

Adopt this practice.

Challenge Yourself First. Think beyond and outside of the typical business platform; never settle for what the majority do; all that will get you is insertion into that majority. Research & interview what the leaders in Business do; how do they navigate their day; what's important to them and what do they do without; what charges them and what is irrelevant to them. Research and study the basics in behavioral economics; the science behind how and why we do what we do. This will stand you apart from just about 95% of your peers. READ daily:

The reason I may know more is because I probably out read you. I read, digest, apply it to this industry, implement, test, adjust and implement again. This is how all sciences work; and yes your industry is a science too! I write about that in my book 'Leaving An Impression' chapter #1- Unselfish Development.

Do I recommend that you read with equivalent passion? Absolutely; remember...you must teach above your audience; and in order to teach you must have elevated knowledge or experience.

Someone with purpose, will out perform their peers!! Here are some of the hard copy journals, books, articles and such that I read and subscribe to. This was taken in the hallway outside of my office.





Pillar #5 continued

Adopt this practice.

Package your value (what you have learned and experienced) and GIVE it FREELY to your audience; just as I have done for you here.

This is all part of building/recruiting your tribe. Not everyone you reach will join you; that's ok, because if you add value they will be more likely to refer you, talk about you, post about you, even endorse you, and most importantly follow you; all of those create great marketing collateral and add to your BRAND (remember Pillar #2).

This journal was fairly easy to put together; but only because first I did the work. It took a while, your brand material might too, that's ok; just as long as you progress.

The process I used for developing this Journal:

- ⇒ Step 1: decide the type of comprehensive content I want to deliver based upon what's missing or underserved or needed and unique, either in or for the industry.
- ⇒ Step 2: research, practice, test, practice, retest, etc...If you choose to research leaders and then summate their successes, that works too.
- ⇒ Step 3: package results (I chose an edownload format for this Journal, but it could have just as easily been a printed Journal.) and I might still yet.
- ⇒ Step 4: share it on social sharing platforms like:



If you do not have these free platforms already set up, I recommend you do so right away. They work like little engines sharing your content, your brand, your value, your character, etc.. Running 24 hours a day, without you being present. Remember Pillar #4.

PILLAR #6

Own YOUR Expertise



Pillar #6

Own **YOUR** Expertise in this industry

You do not need to be a top level producer; you just need to own who you are and what you do for the world around you! Make sure you assemble your message in some sort of frame work.

Example of an '**Expertise**' framework; use these steps to help define it for yourself:

- I help _____ (identify a specific audience, '**who**')
- Do or understand _____ ('**what**', the key topic you want them to identify with)
- So that they can _____ (show the '**benefit**' here)

Here's an example I might use as a coach serving you, my audience:

- I help entrepreneurs create prospecting funnels, so that they become master recruiters generating global commissions while making a difference.

Part of being an 'Expert' is that your message and philosophy extends beyond just the business of commerce; to a higher purpose that attracts your audience; another reason they follow you.

Example: I have this as a challenge on the 'About' page of my website; it's a greater goal I want to enlist aid in, because together we are stronger, and have more influence on the world:

I am constantly learning and consistently driving towards solving the challenge of **how to mitigate poverty and burden**. Andrew Carnegie addressed this in his essay 'The Gospel of Wealth' which was and still is relevant: "*What is the proper mode for administering wealth after the laws upon which civilization is founded have thrown it into the hands of the few?*"

In today's generation it's the **techno-philanthropists** that will help solve that problem by being a significant force for abundance, allowing communities to thrive, through best practices focusing on:

- Financial Impact
- Ecological Impact
- Social Impact

It's my position that all businesses can, by their design, have the good fortune of becoming **techno-philanthropists**, and incubators of small business.

Will your business be one?



Pillar #6 continued

Framework: what is it? A framework is nothing more than a way of organizing your thoughts and content so that your audience not only understands you but remembers you and your message, and serves as a call to action.

- A framework organizes your ideas, message(s)
- A framework is something that can be taught beyond/after you
- A framework is nameable, memorable and can be protected; it is beyond just philosophy.
- A framework always answers a question. For example: the question I answered by writing this journal; (note page 1) I offered it right up front in my introduction):
“Many of you have asked me for my recommendations supporting and defining an expert prospector/recruiter/team-builder.” So to answer that questions and better serve you I put together this journal - ‘10 Pillars of Prospecting Mastery’.

I framed my answer into 10 pillars, 10 concepts that when added together will answer the question. This is outlined on page 2.

Now, your message, the answer to a question your audience will benefit from knowing the answer to, does not need to be this lengthy or detailed. I chose this format because the question I am answering is broad with many moving parts; plus I wanted you to see it in a more comprehensive format.

Sometimes the best question to answer is the most simple one; here’s some examples:

- * How to deal with rejection?
- * What are the 5 things you should never do as an entrepreneur?
- * Why people don’t follow?
- * How to stand apart from the competition?
- * How to gain leverage?
- * How to recruit faster?
- * How to add value?
- * How to remain relevant?

PILLAR #7

Research YOUR Competition



Pillar #7

Research YOUR Competition and other business opportunities that also want to recruit your target market.

Make this an ongoing commitment to know and follow them. When you do this you expose their habits, their shortcomings, their partnerships, if any, and the level of value they offer. This makes it much easier to determine how you want to serve and what you want to offer as your platform, message and on-going content. Keep in mind, these competitors may fall both inside and outside of your industry.

When doing your research identify the following for EACH one (these came from my mentor Brendon Burchard):

- The products/solutions that they offer..
- The formats they use to deliver their solutions include..
- The way they market / sell / advertise / partner..
- The benefits promised include..
- Industry and/or economic topics they cover..
- Their price of entry & commitment for their 'opportunity' include..
- Other experts / leaders that promote or offer their 'opportunity' include..

The image to the left is part of how I identify and track my competitors.

Company	Location	Services	Price	Commitment	Other
1. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
2. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
3. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
4. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
5. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
6. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
7. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
8. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
9. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]
10. [Company Name]	[Location]	[Services]	[Price]	[Commitment]	[Other]



Pillar #7 continued



These are the items I researched (and still do) for each of the 9 competitors/possible partners I have identified.

- Name
- Company
- Website
- Email address
- Phone #
- Key advice they give, videos
- List size(s)
- Program modalities (DVD, on-line video, webinar, public speaking, teleseminar, book, white paper, video email, eBooks, audio/cd's, eWork books)
- Coaching (1 on 1, group, in person)
- Marketing campaigns (email, weekly calls, news letter)
- Program/coaching costs (low tiers, medium tiers, high tiers,)
- Strategic partners
- Campaigns they rollout, when, to who

I won't ask you to do something that I have not already done.
This is part of my competition matrix when it first began; in excel format

PILLAR #8

Keep YOUR Finger on the Economy's Pulse



Pillar #8

Keep **YOUR** Finger on the Pulse of the Economy

Follow economic trends, global leaders, industries with high morphing growth, etc.

My clients say this a lot, (in the beginning of our coaching together)

“but Allan, this sounds like a tremendous amount of work, I don’t think I can work this into my schedule, and if I could how does it get me more \$\$\$\$\$\$?”

Here’s my answer:

This is not additional work, this is the way you fulfill the goals in Pillars 1-7. Lets recap:

Pillar #1: Identify YOUR Target Market: Defining your market also exposes competition

Pillar #2: Create YOUR Brand: In developing your public artifacts, fulfill what's missing.

Pillar #3: Develop YOUR Place: Make your website unique and apart from the competition.

Pillar #4: Add Value to YOUR List: What do your prospects need, that they aren't getting?

Pillar #5: Always Teach Above YOUR Audience: To do this you need to know what's being taught in your market place, then enhance the value and add what's missing.

Pillar #6: Own YOUR Expertise: In picking your platform, know more about it and be more giving of it than your competition.

Pillar #7: Research YOUR Competition: Pretty straight forward.

By enacting Pillar’s 1-7 diligently as part of your business endeavors, then automatically, and by default, you are fulfilling Pillar #8!

Here are some of the industries and resources I study:



PILLAR #9

Be Loyal to YOUR Agenda



Pillar #9

Be Loyal to *YOUR* Agenda

Sometimes quitting is the way to finish a project, program. If it doesn't become a part of your mission, drop it!

Often times these are things that fall within other peoples agendas not our own. If that is the case, sort and drop what you feel is appropriate, and only you can answer that question.

Other Peoples Agendas

If you are currently an employee in a company other than your own, you have a duty and obligation to that employer; so I exclude them from this Pillar. Everything else though is fair game. You have the ability to choose how and where you spend the rest of your time. This might mean changing a few comfortable habits; maybe cutting down on tv time, which is often the biggest culprit and the agenda of the network!

The average American spends 5 hours per day in front of the television, that's 35 hours weekly, Ouch; and it has been proven that this number increases with age. In a 2008 a Use of Time study in China residents on an average spend about 2+ hours per day, that's roughly half. How does your country stack up? (research by the United Nations Statistics Division)

I am not saying to cut out all of your entertainment just some in order to gain time to implement these 10 Pillars. TV is a source of information yes, but its main purpose is influence and profit acquisition!! Other agendas could be from friends, organizations you serve, and EMAIL!!!

Start to identify other peoples agendas that occupy your time, and memorialize them on the following page as you document your average work day.



Pillar #9 continued

Use this and the following page to transparently define your day and to identify other peoples agendas that occupy part of your day, that if eliminated could increase the amount of time in support of your agendas.

Current Days Activity Schedule

6:00 am	_____
6:30 am	_____
7:00 am	_____
7:30 am	_____
8:00 am	_____
8:30 am	_____
9:00 am	_____
9:30 am	_____
10:00 am	_____
10:30 am	_____
11:00 am	_____
11:30 am	_____
12:00 pm	_____
12:30 pm	_____
1:00 pm	_____
1:30 pm	_____
2:00 pm	_____
2:30 pm	_____
3:00 pm	_____
3:30 pm	_____
4:00 pm	_____
4:30 pm	_____
5:00 pm	_____
5:30 pm	_____
6:00 pm	_____
6:30 pm	_____
7:00 pm	_____
7:30 pm	_____
8:00 pm	_____
8:30 pm	_____



Pillar #9 continued

Based upon the daily schedule you just filled out, and the possible agendas of others that drain energy and vision from your day, what might you cut out or modify to create more time for YOUR agenda??





Pillar #9 continued

Based upon the daily schedule you just filled out, (and made personal notes on),

and identified the possible time suck from the agendas of others,

what might you cut out or modify to create more time for.....

YOUR AGENDAS

and how will you qualify and prioritize your day??

Allan Wich's ♦ Daily Progression Planner

Date _____ Day _____

Projects

Project #1 _____

5 things I need to do to move this project forward

1. _____
2. _____
3. _____
4. _____
5. _____

Project #2 _____

5 things I need to do to move this project forward

1. _____
2. _____
3. _____
4. _____
5. _____

Project #3 _____

5 things I need to do to move this project forward

1. _____
2. _____
3. _____
4. _____
5. _____

People

People I need to reach out to today!

List the people you need to reach out to today NO MATTER WHAT:

People I am waiting on!

List the people you need something from in order to move forward:

Priorities

The main things I need to complete today, No Matter What:

List the priorities and to-do's that must be accomplished today and DO these before getting caught-up in someone else's objectives, time frames, priorities and agendas.

Prioritize your day * finish what's important to you * don't let someone else's objective overshadow yours * keep your focus your goals

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PILLAR #10

Identify YOUR Partnerships & Collaborators



Pillar #10

Identify *YOUR* Partnerships and Collaborators

GOAL: With whom do you want to partner with and or collaborate with? These will become partners that will help you build your list of prospects, recruit customers and increase your 'Expertise' in the marketplace.

This is one of the key topics in this entire journal, and in how to achieve expert results, because it tells you how and where to fill your funnel from within a global population that is looking for YOU. Remember the opportunity: 3 BILLION new people coming on-line!

In Pillar #6 **Own *YOUR* Expertise in This Industry**, I gave an example of how I might define my expertise, I said:

- I help entrepreneurs create prospecting funnels, so that they become master recruiters generating income globally while making a difference.

A large part of developing funnels is to enlist the aid of partners. It's the **partners** we are going to cover in this Pillar.

Marketing funnels (off-line or on-line) require feeding for real success, but they must be stocked from the right market; part of the right market is finding collaborators and forming partnerships.

This leads to building your 'Expert' reputation, which means easier prospecting and a higher percentage of acquisition and retention; which is another way of saying

MORE \$\$\$\$
&
MORE CHOICES.



Pillar #10 continued

So what are Promotional Partners and why are they important?

Partners (also known as Collaborators) are other individuals, companies, entities, associations that:

- ◆ serve your target demographic too
- ◆ could add great value to their demographic by exposing them to you and your content;

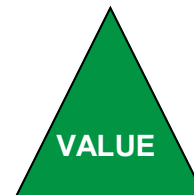
- ◆ are an entity you could work with together, to add value to a mutual list/group/person/organization
- ◆ can fulfill some of your goals within your business plan.

This type of collaboration forms a value based partnership; where value is equal amongst participants. The participants are: you, your partner and their customer.

- **Value** for you could mean: a new customer or referral
- **Value** for your partner could be adding value (through you) to their current customer list, which makes them look better in their customers eyes
- **Value** to the customer could be great content that enhances their life and a possible business opportunity for those wanting a change in their economic independence.

This is the VALUE based diagram

Customer





Pillar #10 continued

Right about now, the number #1 question I get from my clients is:

- *'What type of partners would be good for me?'*

My answer is always the same: *'I don't freaking know'*

Ha Ha: No, I don't leave it at that, I give them this 'framework' of 'unveiling' in order to determine who would make ideal partners in fulfilling many of their objectives.

Framework includes:

- Now that you have identified your target market prospect, Pillar #1, what other companies, industries, institutions, organizations, individuals also serve your target demographic?
 - What do they offer as 'content' to that demographic? Videos, papers, interviews, people, relationships, books, etc.. as added 'value'?
 - How do they communicate with their market?, newsletter, video, social sharing etc.
 - When do they add value to their market? Daily, weekly, monthly yearly? etc.
 - What type of partnerships do they have that also serve their target market and when teamed up, together add higher value?

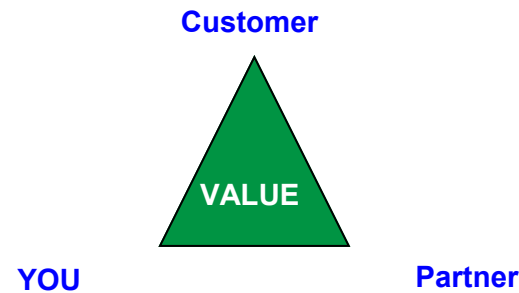
Personally, I follow the same framework: Here's a small piece of my excel spread sheet where I list my potential partnerships, along with columns that answer these and others.

Does this require homework? Yes, If you don't want to do it that's ok, but be content with the slow and fragile growth and high attrition that many industries experience.



Pillar #10 continued

We just briefly covered the definition of what promotional partners are, now let's cover briefly the 'content' you can deliver to your prospects, customers, and content to be delivered to those partners and their lists. The better and relate-able your content is, the more partners you will attract. ALL content, must follow our value triangle.



'Content' is your public artifacts (remember Pillar #2) that you have or can develop that will serve your potential partners by adding value to their 'Lists'. ALL of the content you develop must be in ALIGNMENT with your prospect partners and their lists, otherwise no matter how good your content might be, it won't stay long on their radar because they don't see how it relates to them, or can add value to them.

Take a minute and think about the people you follow and the content they deliver.

i.e. An example of the content I offer to my target market and to my promotional partnerships is this journal; it is a public artifact, something that I developed that adds value to my market and that makes me relate-able. Another example of my content is my weekly 'Brain Talks' a brief weekly news letter that covers any number of topics from behavioral economics, medical sciences to technology; all of which I have either developed or researched as having specific relate-ability to my market. Another example are the videos I post either on my site or on other social sharing platforms. **YOU can, and should, do the same!!**



Pillar #10 continued

So, How do you begin to:

- build or enhance your portfolio of public artifacts?
- Assemble a plan to recruit your partners?

EASY...by becoming proficient in these 2 categories: **A**-Offerings & **B**-Relate-ability. This will require some research and some homework! These next pages are designed as an outline.

Offerings

A

1

2

3

Relate-ability

B

1

2

3



Pillar #10 continued

A 1

ALIGNMENT

You must be in alignment with your partner(s), missions, goals, initiatives.

Guidelines for qualifying & sorting out your alignments:

- Of what you currently have as a business, product/service opportunity, **content**, connections, videos, papers, etc. or **that you could develop for them**; how does your message align with them?
 - Your offerings must align with and serve your partners audiences.
 - Does your stuff fit in with what your potential partners usually market?
 - Does it fit in with how they usually market?
 - Is it in alignment with their goals, initiatives?

These may seem like elementary guidelines, common sense acts and basic business development; but common sense does not always mean common enactment.

Ask yourself if you are doing these things on a regular basis; or are you just following the flock on prospecting?

This takes some research, but it greatly enhances your odds of recruiting and building a strong and loyal tribe of customers, fans, promoters, etc...

As an example, I developed this Journal as one public artifact that introduces me, my brand, and that provides not only education about what's on the economic horizon, but how that shift and growth impacts the market place and how to capture some of the 75% growth in global connectivity; better known as the new 3Billion!



Pillar #10 continued

A 2

VALUE POINTS

What value do you add to the people your Partner(s) serve?.

There are 3 'value points' in every successful business relationship (and personal relationship for that matter); they are:

1. The value points you receive by having someone promote your message/opportunity.
2. The value they receive by promoting your stuff.
3. The value the customer (ultimate audience) receives.

If you cannot nail those three value points (for every promotional partner you have) you won't succeed!

Remember, your ideal audience are people that are looking for you and your message that will either fulfill a void in their life, add value in the form of building their own tribe and last but surely not least, adding to your customer base!

Yes, its ok that not everyone joins your business; the more people that align with you and promote you and introduce you and post about you and feature you in their stuff, the more of an 'Expert' you will become which will make you way more money, and make you recognized in the short term and long run; and may open up avenues you hadn't even thought about!!



Pillar #10 continued

A 3

EASE

It needs to be easy for your partner to promote you!

What ever you are wanting your partners to do for you (introduce you to their market, pitch you or offer your products/services, make you a guest speaker, etc), needs to be easy for them to promote you and your stuff/opportunity.

Keep in mind that not every partner will promote your opportunity; you may pick some to promote your ideas, mission, products alone, and some you may approach for the sole purpose of getting you in front of another group of people you want to connect with that they have influence with.

If you are applying this to your on-line recruiting, it means that you have to:

- Write the marketing emails you want to have them send out in a campaign for you. (remember Pillar #4)
- Set up any links that you want them to include in their correspondence, videos, speeches, your interviews, etc..
- Set up marketing campaigns (Pillar #4 we talked about a shopping cart service that will automatically send out your stuff. You set it up once and if/ when someone joins your mailing list they automatically receive any campaigns you have developed and also any individual notes or offerings you might want to offer: *say join in your business right now they will receive this gift, or ebook, or video etc.. If they act now....kind of thing.*)

It must be dumb proof, easy to do, 1,2 or maybe 3 steps max; their plates are already full, you adding another plate to their table wont fly! Your request of them must be manageable for them. If it is a big promotion you are doing, maybe you have 3 different emails that you want them to send out in a particular order and time frame; etc...but no more than three.



Pillar #10 continued

B 1

TARGET

Develop a target list of who you want to approach.

Do you currently have a list? If so you are ahead of the game. If not, now is the best time to start.

Here's a great framework to determine who might be a possible partner:

- Who else has a similar message to yours, a similar audience to the one you want to recruit more of?
- Get diversity. Diversity gives you a much better view of the market and helps guard against attrition. Define at least 40 names you want to approach; they can be anywhere globally. This is similar homework to defining your competition. Search with these 3 categories in mind:
 - 20 Individuals (these will become your affiliates)
 - 10 Corporations
 - 10 global non-profits (check Charity Navigator)

By doing this you begin to see the bigger picture in your industry and within the economic landscape; you gain perspective along with unveiling how you can better serve it; and in return, recruit better from it.

Subscribe to Brandweek & Adweek; research and document:

- What trends effect your target demographic?
- Who do they market to?
- What campaigns do they use?
- Ask yourself "do I have anything that could add value, content, or promotion to what they are doing?"
- Subscribe to their newsletters, investor packets, press releases, etc.

To keep their emails organized and distinctive amongst your other emails, create e new email address that you can use on all of them when you enroll or join their lists; something like: [partnerships@\(your name\).com](mailto:partnerships@(your name).com) and keep them all in one desktop file for easy review.



Pillar #10 continued

B 2

VALUE DRIVERS

What is it that you have or could develop that could add Value to your partner or their audience?

Your value drivers will consists of 1 to 3 things, or combinations of:

Content: Content that you can create for your promotional partners. These could be blogs, books, videos, email campaigns, etc.

Audience: Your audience; your 'list'. Your list might be aligned with your partner and someone they want to reach.

3rd Party Audience: This would be an audience that you both want to reach. This could be an audience that both you and your partner could add value to and that might be more likely to promote you and your content & opportunity, and serve your partner equally. This is something that you would uniquely create or customize with a partner for an audience.

You **MUST** complete the steps ahead of this before you can develop these materials and approaches. Your understanding of the 'bigger picture' or 'economic landscape' will aid greatly in this step.



Pillar #10 continued

B 3

CLEAR GOAL continued

Now that you have figured out what potential partners to market to, and how you have relevance and can add value to their target market (or how together you can add value to a third party market that you both want to capture), and you have figured out what content you can bring of value; how do you make contact and pitch?

Through pitch letters, pitch emails and pitch phone calls. Below is a basic framework for a typical pitch.

*“I see that you are doing **this** out there and its really adding value in the marketplace with your offer, that’s awesome.”*

*“I am doing **this thing** that will add a lot of value to you and your customers; and I think we should talk about it together, and maybe do **something** on it together.”*

*I’ll make it real easy for you, and it will be **something** that really benefits everyone.”*

This is generic of course and would need more clear elaboration to make and impact but you get the idea. Put yourself in their shoes, here’s 2 scenarios:

- If some one came to you and wanted you to promote their stuff or opportunity, would you be willing and open?
- If someone came to you with an idea on how to better serve your demographic, they were educated about what you do and offer and had a great idea in mind that each of you would benefit from, how willing would you be to listen now?



CHALLENGES!

The **#1 challenge** that everyone faces (barring none) in prospect recruiting is **MARKETING**. Unfortunately the industry is horrible at teaching people **HOW** to market. It stems from the incestuous marketing practices being handed down from generation to generation that focus on friends, family, work associates, dialing for dollars, blanket marketing, auto dialers, etc...

This Journal just addressed the '10 Pillars of Recruiting Mastery' of which all are marketing focused; marketing **YOU**.

Some of the **objections** you may face personally, that will keep you from implementing these principles are:

Physical Objection:

- Technology and new concepts are too hard to understand and apply, or know where to get it and how to use it.

Mental Objection:

- Too much perceived time needed, no support, can't see yourself in that seat, don't feel educated enough, too set in your ways, possibly too expensive, and don't see the leaders promoting it, or maybe even afraid of success.

Listen, if you are having problems getting over your shit (most of which are just excuses) get some help. Because once you feel and show the **JOY** in your business, you become **ATTRACTIVE**.

If your market believes you can enhance their life, or solve a problem, and are relate-able; they will:

- **FOLLOW YOU**
- **PROMOTE YOU**
- **JOIN YOU**

Congratulations on completing this journal, you are well on your way to becoming a Recruiting Master.



The First Thing YOU Should Do Right Now...

- IS a comprehensive deep dive into building your landing page and video. If you want personal one-on-one consulting to strengthen your Branding and Monetizing your services; then visit my site www.allanwich.com and check out Turbo-Charging Your Prospecting, Sales and Recruiting.

I look forward to seeing you on the other side; until then:

Be Grateful, Give with Abundance, Be a Servant Leader
and remember
Your future.....it starts TODAY!

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*Allan Wich, Author
10 Pillars of Recruiting Mastery*