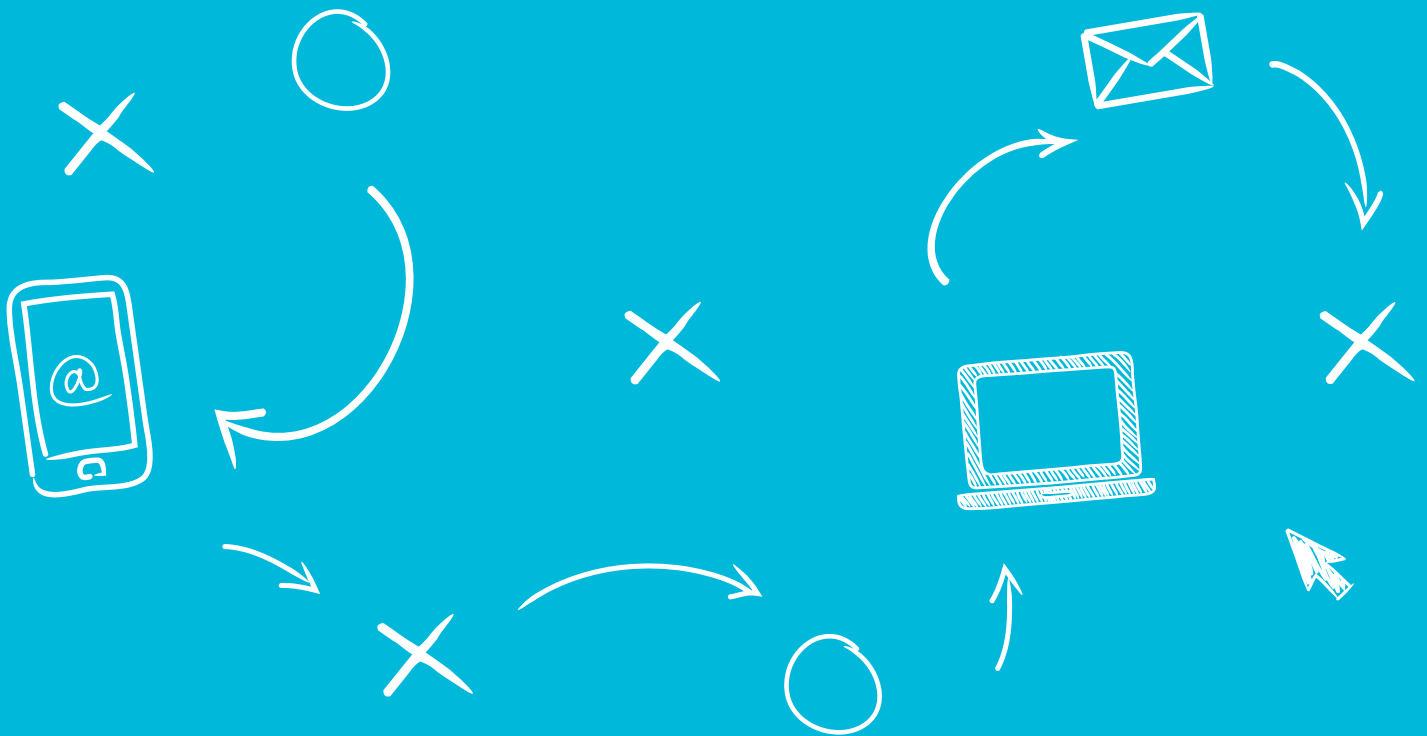
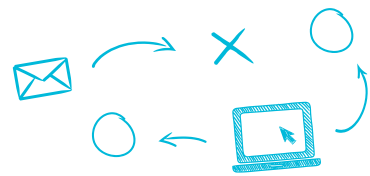
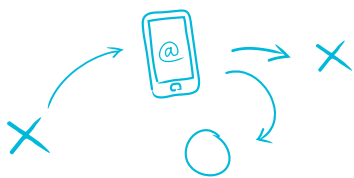


THE DIGITAL RECRUITING PLAYBOOK

Designing Systems to Attract
Your Perfect Prospect Online





WHO ARE YOU?

Your Unique Selling Proposition

What do you love most about what you are currently doing to build your business?

What feels like your "sweet spot" – something you could do all day and never get tired?

What do you get complimented on most often?

What is the problem you solve most often?

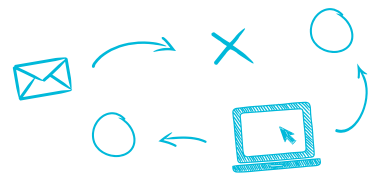
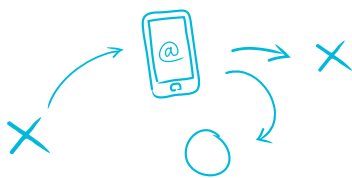
What kind of results do your customers/team members receive from you?

✓ MINDSET CHECK

Name the Feeling:

Rate it 1-10 (circle one)

1 2 3 4 5 6 7 8 9 10



WHO ARE THEY?

Your Target Market

Who are they? (Demographics)

What are their deepest pains?

What are their biggest frustrations?

What are they worried about? What keeps them up at night?

What do they want right now?

What do they need right now?

What are their greatest desires and aspirations?

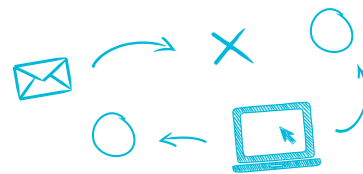
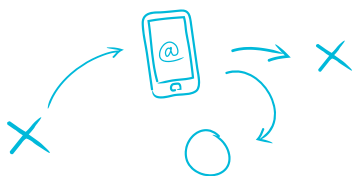
What unique characteristics do they have?

✓ MINDSET CHECK

Name the Feeling:

Rate it 1-10 (circle one)

1 2 3 4 5 6 7 8 9 10



WHERE ARE THEY?

Your Target Market - How to Find Them

Where do they hang out online? (IG, FB, Twitter, Email, Pinterest, TikTok)

Where do they hang out in person?

Who knows, loves, and serves these people?

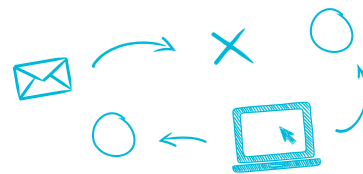
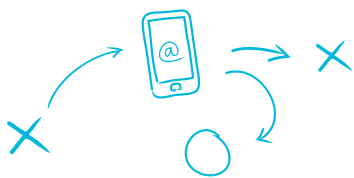
Who knows who these people are and where to find them?

✓ MINDSET CHECK

Name the Feeling:

Rate it 1-10 (circle one)

1 2 3 4 5 6 7 8 9 10



WHAT DO I SAY TO THEM?

Your Target Market

How do I keep the conversation going long enough to develop a relationship?

How do I capture contact information and add them to my list?

How do I build the know, like, and trust factor?

What value can I bring to them?

What pains can I solve?

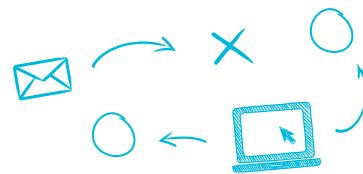
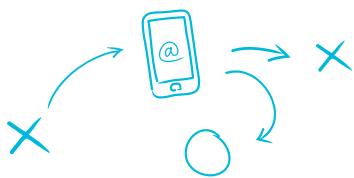
What do they need and want that I can provide?

✓ MINDSET CHECK

Name the Feeling:

Rate it 1-10 (circle one)

1 2 3 4 5 6 7 8 9 10



HOW DO I GET THEM TO SAY YES?

Your Target Market

What can I say that will make people say YES to my offer?

How do I increase my confidence to ask for what I want?

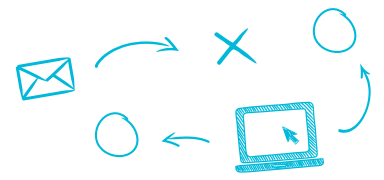
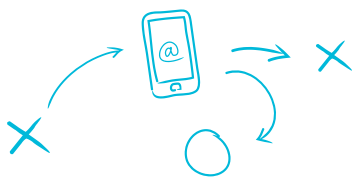
What causes people to ignore my offer?

✓ MINDSET CHECK

Name the Feeling:

Rate it 1-10 (circle one)

1 2 3 4 5 6 7 8 9 10



USING AUTOMATION to Attract Your Target Market

Building your list - your greatest asset

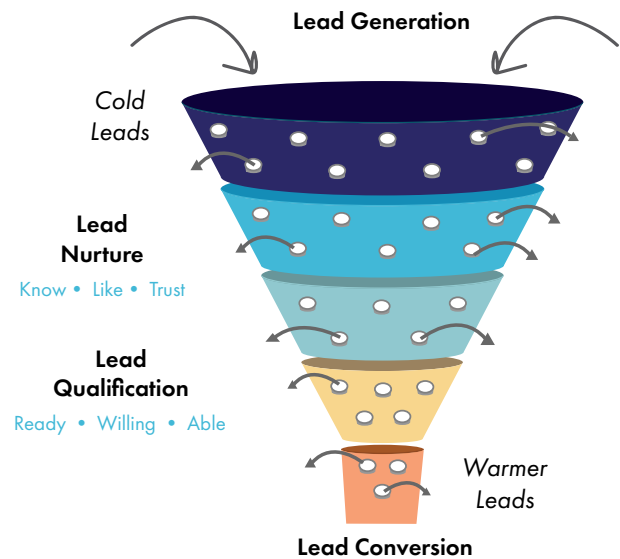
Creating a lead magnet to attract 24/7

Creating a lead capture
- Warm a cold lead (5-7 touches)

Invite to buy, register, set up an appointment

Maximize your social media connections

Feed your funnel every day

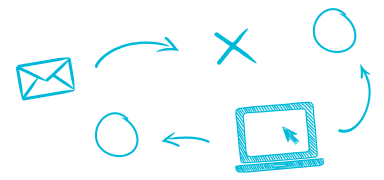
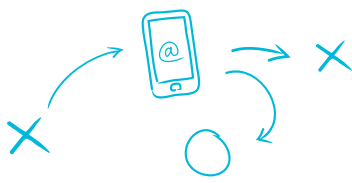


✓ MINDSET CHECK

Name the Feeling:

Rate it 1-10 (circle one)

1 2 3 4 5 6 7 8 9 10



DIGITAL RECRUITING PLAYBOOK CHECKLIST

☐ **Identified my Unique Selling Proposition**

I am: _____

☐ **Identified my target market (pains, frustrations, desires, needs, wants)**

My customers/team members are feeling: _____

☐ **Identified my plan to find my target market online and in person (IG, FB, Twitter, Email, Pinterest, TikTok)**

I know I'll find my target market on/at: _____

☐ **Identified my message (pains I solve, value I bring)**

The solution I bring: _____

☐ **Identified hot button to cause people to say yes to my offer**

When I share _____ my target market says YES!

☐ **Identified the next steps in building my funnel**

- ☐ Choose product or business opportunity as my focus
- ☐ Create an irresistible lead magnet to attract my target market
- ☐ Build an opt-in page to capture leads for my funnel
- ☐ Write emails that convert/sell
- ☐ Automate it so it works 24/7
- ☐ Creating social media content to attract my target market to my funnel