

Contents:

HOW TO USE THIS BOOK.....	5
WHAT WILL THE GUIDE COVER?	6
WHY IS IT SO HARD TO FIND THE RIGHT PEOPLE?	7
MY APPROACH	9
STEP 1: MAKE RECRUITMENT A PRIORITY	12
STEP 2: GET CLEAR ABOUT WHAT YOU ARE LOOKING FOR.....	16
STEP 3: GET CLEAR ON WHAT YOU ARE SELLING	25
STEP 4: DEVELOP A COMPELLING MARKETING MESSAGE TO ATTRACT PEOPLE	31
STEP 5: PROMOTE YOUR VACANCY IN A BIG WAY	37
STEP 6: INTERVIEWING & SELECTING THE RIGHT PEOPLE	51
Summary – What You Must Do to Find Staff Now!	59
THANK YOU FOR READING	61
ABOUT THE AUTHOR.....	62