

Women ROCKING BUSINESS

3-Step Hiring Process

** This is a major time saver when hiring! Create a screening process like the one below so you only end up interviewing folks who have jumped through several 'hoops'.

OPTION 1: Virtual Assistants & Overseas VA's

- Elance, Odesk, Replace myself.com and Workable.com
- Take caution with customer care / English as 2nd language
- They are very grateful for the work, can be wonderful relationships & powerful contribution to a business

OPTION 2: Local

- Craigslist (*Sage has found great people & believes that women need at least 1 local assistant – gives a sense of emotional support)
- Newsletter
- Facebook

OPTION 3: Hire from your Database / Client base or Community

- Consider work/ friendship boundaries if they are in your social network
- Clients can make great contractors because they love your work already
- Personal contacts can yield high quality candidates

STEP 1: Craigslist Announcement

EXAMPLE AD: Online Marketing and Customer Service Coordinator Needed for Rapidly Growing Women's Company

Hello there!

We're growing quickly and in search of a committed marketing, customer service and administrative coordinator who is self-motivated and learns quickly.

Please read on if you are:

- *Online Savvy: you can quickly find your way around online & with new programs*
- *Solve problems and handle things without being asked*
- *Detail-oriented*
- *Reliable, thorough & personable*
- *Have a "get it done and make it fun" attitude*
- *Have a firm understanding of the basics of online marketing (information marketing, common software/programs, launch strategies and processes, copy writing, affiliate and JV partnerships, etc.)*

This will be a part-time contract job, but can quickly grow into a more robust position. Starting pay is \$12-18 per hour.

Some examples of what you will be doing:

- *Post and format sales pages in Wordpress using basic html*
- *Process and respond to emails*
- *Prepare and schedule html and text mailings in 1 Shopping Cart*
- *Correspond with affiliate partners, and manage online affiliate program*
- *Follow up with customers whose credit card payments were denied*
- *Crack an occasional joke*
- *Maintain online events calendar and other web pages*
- *Collect client success stories*
- *Layout and design of flyers, handouts, documents, presentations, etc.*
- *Correspond with promoters of speaking events, and with our guest speakers*
- *Random errands varying from washing my car to dropping off dry cleaning!*

*If you are interested please send me an email with links to your LinkedIn and Facebook profiles. Put **"I'm your next marketing manager!"** in the subject line.*

I'm looking forward to hearing from you!

STEP 2: Written Interview

Filter and respond with written interview questions. (You can set up gmail to dump those who don't follow instructions, and send an autoresponse to those who do.)

Here's what you'll say to folks who respond with the correct subject line:

Nice job! (You'd be surprised how many people don't know how to follow simple instructions.)

Your next step in the application process is a "written interview" where you can really show me your stuff. Please respond to the below questions & email them back by Friday. I'm looking forward to it!

*CHOOSE FROM THE BELOW QUESTIONS THAT PERTAIN TO WHAT YOU'RE LOOKING FOR IN AN ASSISTANT AND INSERT THEM INTO YOUR EMAIL RESPONSE ...

*WHAT YOU'RE LOOKING FOR HERE: They have creative, thorough solutions, demonstrate resourcefulness & independence in their responses.

Sample Written Interview Questions (To help you screen applicants!)

General Questions:

- Name / email / skype / phone number
- What computer and type of phone do you use?
- Tell me a little bit about your situation right now. Do you work for anyone else?
- What is your ideal work situation? How would a part-time, possibly growing to full-time, position fit in your life? What days/times would you be working if you got this job?
- When are you available to start working?

Write a letter (friendly) to connect with someone on my behalf:

- Please write out an email to set up a "get to know you" meeting with a new contact I met at a business seminar who I might be interested in building a partnership with.

Email:

- I get a lot of emails each day. How would you set up a system to help?

STEP 3: Interview top 2-3 Candidates

Dear Applicant, I really like what you've done. You're one of the very few people who's made it to the final round. I'd like to talk with you either in person or on skype tomorrow at _____. Are you available then?

At the Interview:

By now you should know if they have the skills, so this is basically a “look-for-if-I-like-them & good cultural fit... as well as a positive, can-do attitude & be aware of body language.

Interview Questions:

CONNECT! (Hire for attitude – everything else can be trained!)

- Do you have questions for me?
- What experiences do you have that will help you with this job?
- What are your long-term goals?
- How do you set and complete goals?
- What kinds of things DON'T you want to do?
- Experience with hiring/outsourcing/managing
- We move fast around here. Do you think you can handle it?
- Availability & when they could start.

Let them know what I'm looking for in the interview:

Handle operations so I can focus on growth

- Groom to become a manager
- Stability
- Contributes to the bottom line with everything they do

Totally committed and engaged

- Completely in love with the brand, with me and the clients

What's next:

- Ask if they can start the week of _____
- Let them know you're doing interviews and when you'll get back to them.
- You can start with a... 14-60 day trial period + Review.

Then... just choose!

Check references:

- How do you know (name)?

Questions to ask when calling references:

- Share 2 sentences about my business & the position I'm hiring for.
- When did you and (name) work together?
- Are you still working together?
- What was her/his position? Can you describe the work s/he did for you?
- Did (name) miss a lot of work or was s/he late with assignments? Were there any issues you are aware of that impacted her/his job performance?
- So you would say s/he is dependable?
- Did s/he get along well with others? Can you describe this person's experience working as a member of a team?
- How did (name) handle conflict? How about pressure? Stress?
- As for performance, can you speak to his/her strong and weak points?
- What was (name's) biggest accomplishment while working with you?
- Would you rehire (name) if the opportunity arose?
- If I describe the position we are hiring for to you, could you describe how good a fit you think (name) would be for the position?
- Is there anything I haven't asked that you would like to share with me?

If a former employer:

- When did (name) work for your company? Could you confirm starting and ending employment dates? When did s/he leave the company?
- Why did (name) leave the company?
- What was her/his starting and ending salary?
- What was her/his position? Can you describe the job responsibilities?
- Did (name) miss a lot of work? Was s/he frequently late? Were there any issues you are aware of that impacted her/his job performance?
- Did s/he get along well with management and co-workers?
- Did (name) supervise other employees? How effectively? If I spoke to those employees, how do you think they would describe (name's) management style?
- How did (name) handle conflict? How about pressure? Stress?
- What was (name's) biggest accomplishment while working for your company?
- Would you rehire (name) if the opportunity arose?
- If I describe the position we are hiring for to you, could you describe how good a fit you think (name) would be for the position?

Final Steps:

Negotiate pay, send them a 90-day trial contract and dive in
(You can find tons of example contracts online)