7 FIGURE STAFFING

Staffing Agency Start-Up Checklist

A NOTE ABOUT HOW TO USE THIS RESOURCE:

This checklist is intended to function as an organization tool and mind map. It is not a complete and comprehensive guide. It supplements the upcoming material and is a handy cheat sheet for understanding where Staffingpreneurs must focus!

Your feedback is appreciated. You can send an email to me here: ryan@newfamilybusiness.com

Enjoy!

Preliminary Traction

- Search and find job ads to potentially define your niche around
- Make preliminary calls to various companies in potential niches to test their demand for various experience and skillsets
- Keep meticulous track of new information and new lingo / keywords that you uncover

Branding

- For branding, include 3 elements in your name: 1. a generic/anchor term 2. a descriptive niche term 3. a sub-tagline
- The first can apply to any niche, the second describes niche, the third indicates basic function of your business
- Example: Fairfield Technologies: IT Talent -- #1 is 'Fairfield' #2 is 'Technologies' #3 IT Talent, which indicates IT Recruitment

Get At Least 1 Order

- Work your way towards getting orders to fill with your preliminary calls
  - This will validate your area of focus and provide momentum
- You can now start filling in the gaps and building out the process and framework for delivering for your new prospect

Start Sourcing

- Post ads and get candidates rolling into your inbox
- Brainstorm other 'hunting grounds' for the candidates you will need
- Create 'lead magnets' around the web to attract your ideal candidates

Web Presence

- An entire website is not needed at first; a landing page will do
- Get a domain name, email and create a simple logo
- Ensure your landing page is setup to capture form data like names and emails etc.

Back Office

- When starting out, it's best to outsource funding and administration
- Approach back office service companies, letting them know about your pending orders
- They will help guide you through the processes of legal compliance and payroll funding

Value Proposition

- Select a narrow focus as your specialty (your niche)
- This allows you to distinguish from competitors and gives you an unfair advantage when it comes to prospects in your niche
- Create niche-specific sourcing and screening processes that set you apart

Pricing

- Determine average prices for your niche (ask back office company + prospects)
- Establish a base price. Make it non-negotiable
- Create add-on features that cost extra (holiday pay, benefits, etc)

Documentation

- For starters, you'll need a Client Fee Agreement, Candidate Application Form and various compliance documents
- In many cases, your back office partner will be able to supply these or guide you in creating them
- To get up-and-running quickly, you can often adapt documents from Legal Zoom and other sources on the web

Fill in the Gaps

- Marketing and Building Your Client Base, Candidate and Applicant Tracking, Hiring Internal and External Help, Incorporating, Setting-up a Collections Process, etc

Over the coming weeks I will be discussing a lot more about how to **execute** all of these items on the checklist. Stay tuned to your inbox!!

- In the meantime, send me an email to ryan@newfamilybusiness.com and let me know where you are at in this journey and where you need the most help. I'm excited to be an ongoing resource for you!