



**FIRM FOUNDERS** PRESENTS

The Staffingpreneur's

**BOOTSTRAP**

**Start-up Blueprint**



# **THE STEP-BY-STEP** GUIDE...

**to starting your own firm  
for the price of a phone  
plan & a meal tab**

# **STEP #1**

**choose a niche**

- Select a narrow area of focus as your specialty
- This is the most important step of the process
- Allows you to distinguish from competitors and give yourself an unfair advantage

# **STEP #2**

**select funding & outsource admin**

- For temp and contract placements you need payroll funding
- Research back office firms that support staffing companies and service your region
- They will fund and administer payroll and provide various other forms of crucial support

**STEP #3**

**branding**

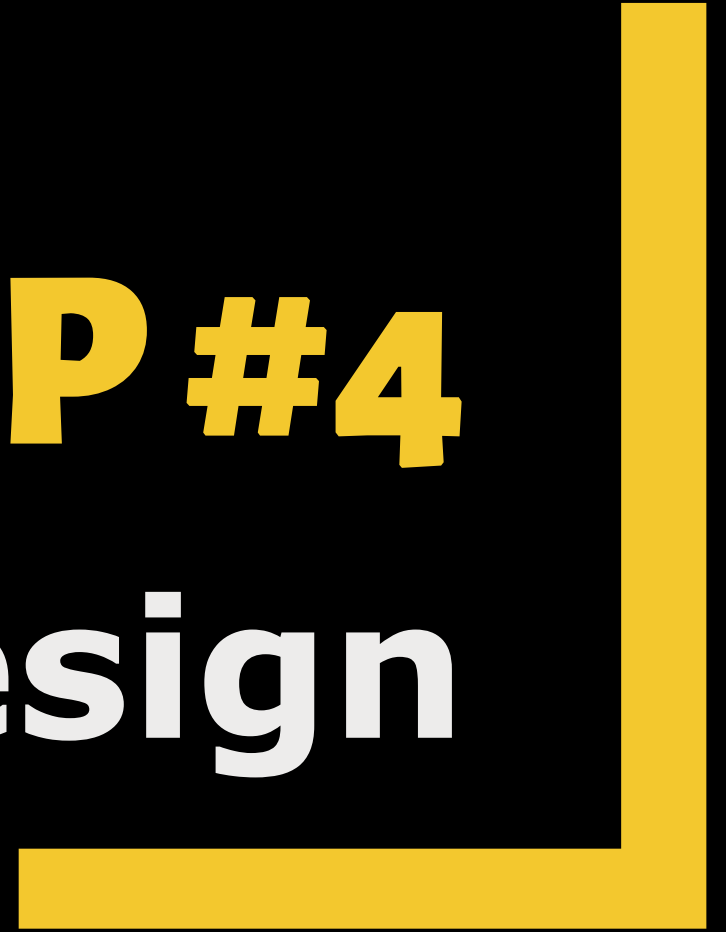


- For branding, include 3 elements in your name: 1. a generic/anchor term 2. a descriptive niche term 3. a sub-tagline
- The first can apply to any niche, the second describes niche, the third indicates basic function of your business
- Example: Fairfield Technologies: IT Talent -- #1 is 'Fairfield'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



**STEP #4**

design



- Find 10 decent designers on [fiverr.com](https://www.fiverr.com) or upwork.com
- Let them know you are looking for a quote on the design of 3 things: logo, business card & ebrochure
- Select the best mix of price vs design quality

**STEP #5**

**web presence**



- [Bluehost](#) is one of the best for price + ease of use + customer service. Get domain and hosting
- Pick a wordpress theme– ideally one suited for staffing firm or employment agency. You can get premium theme [here](#)
- Once theme is installed, website is easy. Have theme install outsourced on [fiverr.com](#)

# **STEP #6**

**basic documentation**

- You will need a client fee agreement. Can get through [Legal Zoom](#) (or through one of the Firm Founders courses)
- Candidate application form is required to capture basic information. Try adapting [this one](#)
- Create electronic versions of forms so you can work from home or remote. We suggest [PandaDoc](#)

# **STEP #7**

**build client base**

- Identify 10 ideal clients for your niche
- Identify the 3 highest-demand positions
- Premarket (ie before you have done the recruitment) the perfect candidate for these roles to each prospect



# **STEP #8**

**value proposition**



- Define what your exact service is
- Build your own industry/niche-based unique screening methodology
- Create simple but distinct orientation guideline specifically for your niche

**STEP #9**

pricing

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

# **STEP #10**

**fill in the gaps**

- There is quite a bit more to learn
- We'll keep everything simple and step-by-step
- Here are some of the additional topics that we cover at Firm Founders...

LEARN

HOW

TO...

- Deal with non-competes from previous employers
- Create an automatic dead-ringer marketing process
- Hire internal employees with no up-front cost
- Choose a profitable specialty
- Automate your back office
- Setup your business to run without you
- Build \$1.5M revenue in 7 months
- Operate your business while travelling
- Expand to new regions
- Incorporate properly
- Collect money easily
- Lower worker's compensation costs
- Keep the flow of candidates coming in
- Build a sellable asset
- Make money right away



HERE

IS

THE NEXT STEP...

keep an  
eye on  
your inbox  
for...



**FREE TRAINING**

# **3 STAFFING & RECRUITING**

## start-up success secrets

A FREE VIDEO TRAINING SERIES

module #1

**HOW TO BUILD A NEW CLIENT BASE FROM SCRATCH** (and  
put money in your pocket right away)

module #2

**THE 7 BIGGEST ROOKIE MISTAKES** (and how to avoid  
them)

module #3

**LAUNCH FOR LESS THAN \$300** (and still charge premium  
prices)

# COMING TO AN INBOX NEAR YOU

STAY TUNED

QUESTIONS  
+  
COMMENTS  
...

PLEASE SEND TO  
[STARTUP@FIRMFOUNDERS.COM](mailto:STARTUP@FIRMFOUNDERS.COM)

**AND THANKS FOR CHECKING OUT**  
[FIRMFOUNDERS.COM](http://FIRMFOUNDERS.COM)

**WE REALLY APPRECIATE IT!**

