**Content**

**Homepage**

**Top section: Change content as per PDF**

‘The Network for Accounting Professionals’

A platform built to suit the needs of the accounting community.

Whether you’re looking for a new job or for your next employee. ProCircle will help you find the perfect match.

**Middle section: Change content as per PDF**

Title: We stick to what we know best. **Accounting professionals.**

Text: No more fruitless searches, no more recruiters! Our business is niched, so you know when you join our platform you will only see compatible options.

**Network**

We offer a unique networking platform where your company can connect with top accounting professionals to enhance your team.

**Define**

Specify the type of accounting or tax professionals you are looking for using our custom profiling tools.

**Save**

Save thousands of pounds in recruitment fees. Our annual subscription is less than the price you’d pay in fees for one hire through a recruiter!

**Bottom section: Change content as per PDF**

‘Take our Personality Questionnaire’ change to ‘Join now and take our Personality Questionnaire’

Text under ‘Take our Personality Questionnaire’ should read ‘Connect with hundreds of potential employers. Our system suggests matches based on your qualifications, experience and personality. Find the right fit for you!’

**About Us**

As an accounting professional or employer, how many emails do you get every week from recruiters?

Now ask yourself:

* How many of those emails are actually of interest to you?
* How many of you feel that your recruiter makes an effort to really understand you?

As a professional, you hear all about jobs in companies that are either completely irrelevant to you do not suit your skillset or of no interest to you. That ends up wasting your time or worse, pushing you into an unsuitable job.

As an employer, in your experience, are recruiters worth the money? It’s not just the money, it’s cutting out the middle man.

As a Chartered Accountant myself, I encountered many of the same problems with recruiters. I found myself thinking there must be an easier way to connect directly with employers without trawling through job boards.

That’s where ProCircle comes in.

Think of it as online dating for accounting professionals. Bringing back the human element to job-searching.

Match on qualifications, experience and personality, send a match request and if it’s accepted, start communicating.

**Our Team**



**Sara Sabin – Founder**

Sara is an ACA qualified accountant trained in UK tax. Frustrated with an antiquated approach to qualified accounting recruitment, Sara decided to do something about it and ProCircle was born. Sara has past experience of running her own successful start-up company and now has a portfolio career, dipping her toe in and out of tax and developing many other skills.

**Naomi Dara Harris – Marketing Director**

I'll get this to you later



**Raj Dhonota – Supporting Investor and Advisor**

Former contestant on The Apprentice, Raj focuses on pre-seed investment in idea stage companies and with his help and mentorship, the ProCircle platform idea was built and launched. He continues to sit on the board of the company.

**Pricing & Plans**

**Introductory paragraph**:

We believe in transparent pricing, so that you know exactly what you get for your money.

Professionals use our platform for FREE.

Our packages are tailored to suit **employers of any size** and are based on **how many accounting professionals you recruit** a year.

***Note: The one off price for micro companies below should be prominent (please put a ‘Special Offer’ badge or similar next to it to do this, in addition to the one you have in the Special Offer box)***

**Start-ups & Micro-company Special Package – one off price of £79   
Company size**

1.Less than 10 employees  
2.Recruit 1-2 per year

**What you get:**

3. Use of the platform for up to 3 months to enable you to recruit a candidate

4. Communicate via our messaging system with your matches

5. Unlimited people browsing

6. Search function

**Start-ups & Small companies – £69/month, 33% for an annual subscription  
Company size**

1.Less than 50 employees  
2.Recruit up to 10 per year

**What you get:**

3. Up to 75 suggested matches from the system

4. Make up to 35 matches

5. Communicate via our messaging system with your matches

6. Unlimited people browsing

7. Search function  
 **Small & Medium Enterprises – £139/month, 33% for an annual subscription  
Company size**

1.50-249 employees  
2.Recruit more than 10 per year

**What you get:**

3. Up to 100 suggested matches

4. Make up to 50 matches

5. Communicate via our messaging system with your matches

6. Unlimited people browsing

7. Search function

**Large companies – £249/month, 33% for an annual subscription  
Company size**

1.More than 250 employees  
2.Recruit more than 50 per year

**What they get**

3. Unlimited suggested matches from the system

4. Unlimited number of matches

5. Communicate via our messaging system with your matches

6. Unlimited people browsing

7. Search function

**Special Offers**

1. First 25 companies to sign up, it’s free for the first month
2. First 100 companies to sign up, 50% discount for the first month.

**Frequently Asked Questions**

**Employers**

**Frequently Asked Questions**

We want you to get the most out of our platform. Make it your hub to connect with your next team member.

Please refer to our detailed FAQ’s below or Get in touch now *(put link to Contact Form page)*

**How does ProCircle work?**

After registration *(link to employer signup)* you will be guided through building your employer profile page. Once you're done, your page is made public and becomes visible to top accounting professionals on the Procircle platform.

When creating your profile page, you can specify exactly what type of accounting or tax professional(s) you are looking for. You can also specify the personality profile of the person best suited to your team using our specialised personality testing tools.

The system then suggests dynamic matches for you based on your specified criteria. You can also perform an advanced search for suitable candidates through our Search Professionals page*(link to search professionals)*.

You can **send** match requests to potential candidates and **receive** match requests from accounting professionals and you can choose to accept or reject any request you receive.

Suitable match requests, meeting your criteria, will be separated from unsuitable ones, giving you the liberty to decide.

If a match request is accepted, both sides can communicate via our messaging system.

**What if I’m looking for a number of different candidates?**

That’s fine!

You can create a maximum of 5 candidate profiles. Once you have completed your first candidate specification, you will have the option to create more candidate profiles.

**What happens if I get an unsuitable match request?**

A match request is unsuitable if a professional sends you a request but their profile does not match your specifications.

This request will go into an ‘All requests’ folder, rather than your ‘Match Requests’ folder. You can then choose to ignore the request if you wish or take a chance and accept!

**Why should I sign up to ProCircle rather than LinkedIn?**

ProCircle is for accounting and tax professionals only.  
Why waste your time looking through thousands of other types of professionals?

In a survey of UK chartered accountants, **80% of those aged under 35 and 50% of those aged 35-50 found a job through a recruitment firm**.   
That’s a lot of money in recruitment fees, indicating that the other offerings out there just aren’t working well enough!

Our advanced matching system saves you time by suggesting matches based on qualifications, experience and personality of a candidate, meaning you are most likely to get the perfect fit for your team and save on expensive recruitment fees.

**How is my participation score calculated?**

The more active you are on the platform, the higher your participation score. Your scores will be calculated as follows based on two criteria:

**Logging into the platform**

* Log on every day – 100%
* Log on 2-3 x per week – 80%
* Log on every week – 60%
* Log on once a month – 40%
* Log on once every 3 months – 20%

**Blog activity**

* Writing blogs – when someone adds a blog, their participation for **that month** – 100%
* Regularly liking and sharing blogs (once a week), both their own blogs and other peoples – 80%
* Regularly reading the blogs (once a week) – 60%
* Occasionally liking and sharing blogs (once every 2-3 weeks), both their own blogs and other peoples – 40%
* Regularly reading the blogs (once every 2-3 weeks) – 20%

**What is your pricing structure?**

It starts from as little as £26.33/month. Please find details of our pricing structure here. *(the word ‘here’ will link into Pricing page)*

We have a package to suit you based on your company size and recruiting needs.

**Can I send the personality questionnaires to my existing employees?**

Yes, you have the option to send the personality questionnaire to 5 members of your team per month. You just need to enter their email addresses.

You will then be able to review their results through the dashboard.

**What Personality Questionnaire do you use?**

Our system is based on the OCEAN test.

**How do I update my ‘employer profile’?**

You will be able to log in through your account and edit any section of your profile easily through your employer dashboard.

**Why do you not use job boards?**

We believe that job boards are old fashioned!

Often, people do not bother to read the job description fully before applying, so you lose time filtering through unsuitable CV’s.

When you do get an application that looks good on paper, a candidate may still be unsuitable for your team and working environment.

That’s why we’ve added the human element to job-searching – people talking to people!

**Professionals**

**Frequently Asked Questions**

We want you to get the most out of our platform. Make it your hub to connect with your next place of work.

Please refer to our detailed FAQ’s below or Get in touch now *(link to Contact page)*

**How does ProCircle work?**

After registration *(link to professional signup)* you will be guided through building your professional profile page. Once you have completed the mandatory sections of your profile and your Personality Questionnaire, your profile is made public and becomes visible to employers on the Procircle platform.

The system then suggests dynamic matches for you based on your skills, experience and personality type. You can also perform an advanced search for employers through our Search Employerspage *(link to search employers)*.

You can **send** and **receive** match requests from potential employers and you can choose to accept or reject any request you receive.

Suitable match requests, where you meet an employer’s criteria, will be separated from unsuitable ones, giving you the liberty to decide.

If a match request is accepted, both sides can communicate via our messaging system.

**What happens if I get an unsuitable match request?**

A match request is unsuitable if an employer sends you a request even though you do not match what they are looking for.

This request will go into an ‘All requests’ folder, rather than your ‘Match Requests’ folder.

**Why do I have to do a Personality Questionnaire?**

It’s for your own good!

We believe having the right qualifications is only half of the story. By completing the personality questionnaire, you increase your chances of finding a company whose culture and values align with your own.

**Can I redo my personality questionnaire?**

No, unfortunately not.

You should answer the questions as honestly as possible and going back and changing it later would create an untrue result.

**How is ProCircle different from LinkedIn?**

ProCircle is for accounting and tax professionals only. Why waste your time searching through thousands of jobs and employers not matching your qualifications or personality?

In a survey of UK chartered accountants, **80% of those aged under 35 and 50% of those aged 35-50 found a job through a recruitment firm**. Perhaps indicating that LinkedIn isn’t working for the majority of accounting professionals.

Our advanced matching system saves you time by suggesting matches based on your profile, meaning you are more likely to get a job working in an environment that is right for you.

**I don’t want my current employer to be able to see me.**

You can search for a particular employer on the platform and then you have the option to hide your profile from them.

**What is your pricing structure?**

The platform is free for the professional user.

**What Personality Questionnaire do you use?**

Our system is based on the OCEAN test.

**How do I update my profile?**

You will be able to log in through your account and edit any section of your profile easily through your user dashboard.

**How is my participation score calculated?**

The more active you are on the platform, the higher your participation score. Your scores will be calculated as follows based on two criteria:

**Logging into the platform**

* Log on every day – 100%
* Log on 2-3 x per week – 80%
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* Regularly reading the blogs (once a week) – 60%
* Occasionally liking and sharing blogs (once every 2-3 weeks), both their own blogs and other peoples – 40%
* Regularly reading the blogs (once every 2-3 weeks) – 20%

**Why do you not use job boards?**

We believe that job boards are old fashioned!

That’s why we’ve added the human element to job-searching – people talking to people!

**Blog for Us**

Have you got something to say?

Send in your blog to us! If it’s approved, it will be published on our platform.

Remember writing blogs increases your Participation score.

**Forum & Forum Category pages** *(sentence under ‘Sign Up’)*

Change title on pages to Community and Community Category

Become active on our community forum and get your profile noticed. The more active you are, the higher your participation score!

**Contact Us**

*Under the title*

We’re here to help.

Got any questions about how our platform works or our pricing plans? Drop us a line and we’ll get back to you.

You can also check out our FAQ *(link to FAQ page)*

**Take our Personality Questionnaire**

Taking our test is an essential part of your candidate profile. It is in your best interests that you answer the questions honestly, as it will increase your chances of finding a workplace culture that aligns with your values.

Our questionnaire is based on the OCEAN method.

**Personality Questionnaire**

Rate each statement according to how well it describes you. Please answer the questions honestly.

**Personality Questionnaire Results**

Congratulations! You have completed the personality questionnaire and can now create your profile.

**What does your result mean?**

*Keep Lorem Ipsum paragraph*

**Create User Profile Employer Page B**

*Note can be removed and replaced with the following:*

Each candidate profile should contain the candidate specification of ONE type of professional that you are looking to recruit.  
If you are looking to hire more than one professional, you will have the option to create another candidate profile, after you have completed the personality specifications.

A professional will be classified as a suitable match for you as long as they match any ONE of the criteria in each section and they are a personality match.

**Create User Profile Employer Page C**

*Note can be removed and replaced with the following:*

In this section, you can define candidate personality types. You can tick more than one box for each personality indicator.

To assist you in your decision, you can

* Send the personality questionnaire to up to 5 members of your team and use those results to make a decision

and/or

* Use Explanation of Personality Questionnaire to inform your decision *(link to relevant page)*

**Personality test results**

Access your current employees’ personality test results.

**Explanation of Personality Test Results**

*Openness*

This trait is characterised be a person’s openness to experiences. An open person tends to be more creative, more intellectually curious and more open to emotion.

A **High** score indicates a candidate that wants to experience different things in life. They tend to be very imaginative and therefore demonstrate creative and artistic abilities and have a variety of interests. They can find routines and system rules restrictive and drive change by taking risks. They take a more creative, unconventional approach to solving problems.

An **Average** score indicates a candidate who may on occasion like adventure and new experiences but they like to feel stable through routine and structure. Although they can conform to rules and regulations, they are not afraid to disagree with the rules from time to time and come up with their own ideas.

A **Low** score indicates a candidate who is practical and conventional and more suited to a conservative environment. They want security and stability and are able to follow rules and procedures. They keep their head out of the clouds, avoiding the unknown and are consequently risk averse and will adapt what they know rather than creating new approaches.

An employer should select depending on the working environment. Low scorers would be more suited to traditional, corporate environments, with a set job description, in middle management roles. High scorers would suit a more creative environment such as a start-up or creative company, and a role with lots of variety.

*Conscientiousness*

This trait is characterised by a person’s thoroughness. Conscientious people are able to follow instruction, complete their tasks, meet deadlines and show a good work ethic.

A **High** score indicates a candidate who shows a structured approach to work and is detail oriented. They tend to perform very well at work and want to see a job through to completion. They prefer planning over spontaneity. They are determined, and are able to control their impulses for the sake of long-term achievement.

An **Average** score indicates a candidate who is motivated, with career oriented goals and ambition for success. They often try their best in their work. They occasionally do act on impulse and don’t think things through, however they are cautious for the most part.

A **Low** score indicates a candidate who may work well in an unstructured or chaotic environment. Rather than focusing on the detail, they like the strategic ‘big picture’ approach. Whilst their leaning towards impulsiveness allows them to make direct and snap decisions, it can lead to carelessness and failure to comply with the rules.

An employer would usually want a conscientious, detail oriented candidate who is willing to work hard. Therefore, it may be sensible to choose an average to high scoring candidate.

*Extroversion*

This trait is characterised by a person’s ability to engage with their social surroundings. Extroverts enjoy interacting with people and are perceived as high energy.

A **High** score indicates a social candidate who enjoys the company of other people. They tend to be dynamic, outgoing and active and seek out social interaction. Their motivation and enthusiasm are likely to benefit most companies. However, be aware that they enjoy a fast pace and variety at work, which means they can become bored with routine tasks.

An **Average** score indicates that a candidate may be reserved at times but they are approachable when necessary. They tend to be happy working by themselves or with other people. They are less likely to become bored with routine.

A **Low** score means that a candidate is probably reserved and likes to remain independent. They tend to be quieter and less involved in the social world. They are more suited to a calm, heads down environment and they are more likely to be able to concentrate on a long, routine task.

An employer would usually want a balance. You want someone who will be able to maintain focus and discipline when necessary even if they are not being stimulated. Again, the desired score should be dependent on the working environment and role. A very routine role may need someone lower on the extroversion scale.

*Agreeableness*

This trait is characterised by a candidate’s engagement in social harmony and their interaction with those around them.

A **High** score means that a candidate is empathetic, co-operative and loves helping other people. They have a very optimistic view of human nature and are patient with other people. They can however be seen as too soft and submissive and therefore not be suitable for a more aggressive working environment.

An **Average** score means that a candidate may overall be a sympathetic person who gets along with most people. They probably follow the rules, get along with people and tend to take instruction well. However, they are able to demonstrate independent thinking when required and disagree if necessary.

A **low** score suggests means that a candidate may be dominant rather than cooperative in a team situation. They are tough and determined to meet their goals, which may make them impatient and hostile to other colleagues. They place self-interest above getting along with others.

An employer would usually want a balance between being too agreeable and being able to disagree when necessary. An average to high score. However, an employer should choose depending on the working environment – a high scorer would probably not be suitable for a tough working environment.

*Neuroticism*

This trait is characterised by negative feelings and emotions of people and how they tend to cope.

A **High** score means that a candidate tends to be emotionally reactive and vulnerable to stress. Their negative emotional reactions tend to persist, which means that they often tend to be in a bad mood.

An **Average** score means that a candidate can sometimes get periods of ‘feeling blue’ or being emotional but that they cope with these episodes well. They show emotion when required but also know when to stay quiet and not let it interfere with their work.

A **Low** score means that a candidate is emotionally secure, calm and stable. Whilst this is an advantage, too low a score, could make them ‘machine like’ and unresponsive.

Employers should seek a low to moderate neurotic state to maintain a stable and adjusted working environment.