

**Attraction Marketing: Get More Clients...  
Without Endless Cold-Calling**

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**Agenda**

- Current Reality Picture in Recruitment
- The standard predator model vs. attraction marketing
- Attraction marketing techniques that draw clients to you
- Attraction Killers-What kills deals and relationships?
- Easy ways to reduce attraction sapping stress
- Boost your leadership to be a more attractive Recruiters to get better clients
- Attract new clients and candidates and grow your revenue with add on services
- Learn Emotional Intelligence to build better relationships and communicate powerfully
- Tips to resolve conflict
- AI vs. EI-learn them both to attract clients
- How to create a vision that helps you brand yourself for success

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**Meet the Speaker: Patricia Conlin**

- Owner of a Successful Recruiting Firm for over 25 years
- Certified Emotional Intelligence Trainer, Black Belt Martial Artist
- Author: ABCs Of Food - Boost Your Energy, Confidence and Success with the Power of Nutrition, Registered Holistic Nutritionist, RHN
- International Speaker and Coach for Performance, Health & Success

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### Reality Picture-Recruitment today

- Employment rates make it challenging to find candidates
- Finding strong A player Candidates is more difficult
- Contingency Recruitment can be a burn out approach
- Counter-offers, drop-outs are impacting placements
- Talent Acquisition is here to stay and finding the "low hanging fruit"
- Technology is changing the way we work
- Reputation and not profit is what candidates look for to join companies
- Clients & Candidates do not want to be Sold...they want to buy




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### Predator model vs. Attraction marketing

- No one wants to be hunted down anymore-buyers have more power
- Definition of Attraction Marketing-teach instead of sell, value based Partnership approach, solutions instead of sales pitches
- WIIFM in all marketing and communication pieces
- Give to Get-Law of Reciprocity



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### Attraction Marketing Techniques that work:

1. Identify your niche-Become a bigger fish in a smaller pond
2. Create Interest-Focus on real problems for your clients is facing not your solution
3. Give Something Away
4. Get them on your list
5. Stay in touch-Persistence
6. Win Heart Share-Emotion sells.



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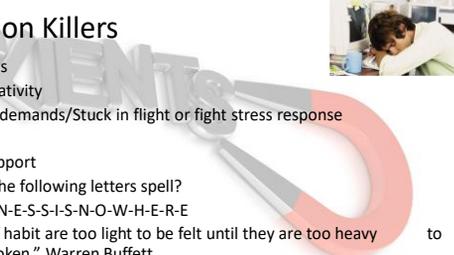
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### Attraction Killers

- Poor habits
- Fear / negativity
- Too many demands/Stuck in flight or fight stress response
- Conflict
- Lack of support
- What do the following letters spell?
- H-A-P-P-I-N-E-S-S-I-S-N-O-W-H-E-R-E
- "Chains of habit are too light to be felt until they are too heavy to be broken." Warren Buffett



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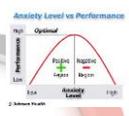
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### Tips to Effectively Manage Stress

- Ditch stimulants: coffee, sugar. Exercise more
- Think positive: Learn from mistakes
- Try mindfulness, visualization
- Take a break, exercise, walk, play
- Put it on paper, get a coach
- Sleep more

"Our greatest weapon against stress is our ability to chose one thought over another." Bruce Lee



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### Boost your Leadership to Attract better clients

- Group Exercise:
  - Write-down the qualities of someone who had a positive influence in your life or acted as a mentor.
- Question ...



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### Qualities of the Most Admired Leaders

- Great listeners
- Confident in tough times, Give honest feedback
- Have a great sense of humour
- Demonstrate integrity
- Go the extra mile for the team
- Optimistic



"If your action inspire others to dream more, learn more, do more and become more, you are a leader" — JOHN QUINCY ADAMS

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### Attract new clients

- Manage focus, mentor staff
- Outsource to grow –virtual or remote help
- Write for Publications
- Create Talent Services-Resume Writing, Outplacement, RPO
- Get Involved with Industry Associations
- Speaking Engagements
- Educate instead of selling-Attraction Marketing

"Brand isn't what you tell your customers, brand is what your customers tell their friends"



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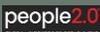
### Attract clients and candidates

~ start one small step at a time

- Set specific achievable short and long term goals. Follow plan each day
- Be consistent in taking the action steps to achieve them
- Incremental Improvements for more success
- Adapt! Keep what works, drop what doesn't,
- always be learning
- Commit to success-reward



"Start by doing what's necessary, then what's possible; and suddenly you are doing the impossible." Saint Francis of Assisi

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## Emotional Intelligence-What's in it for you?

- EI: the ability to identify, use, understand, and manage emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges, and defuse conflict
- How can it help you attract better clients?
- Four areas of focus:
  - Self-awareness, Self-management
  - Social awareness, Relationship management



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## Master Communicator to Attract Clients

- Non-Verbal Communication (NVC):
  - What % influence do the below have in communication:
  - Words? Voice cues, volume, and timber? Body language, energy and gestures?
- Tips to Improve NVC:
  - Focus on the other person, Make eye contact, Watch for nonverbal cues you send and receive, Repeat back to ensure accuracy

"The most important thing in communication is hearing what isn't said."

Peter Drucker

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## Tips to Build Winning Relationships with and resolve conflict with EI

1. Learn to recognize your emotions & avoid them overwhelming you
2. Start connecting emotionally with others-empathy
3. Diffuse conflict by using humor and play in challenging situations
4. Listen effectively, set honest expectations, walk away if necessary
5. Create Win-Win for both sides



"If your emotional abilities aren't in hand, if you don't have, self-awareness, if you are not able to manage your distressing emotions, if you can't have empathy and have effective relationships, then no matter how smart you are, you are not going to get very far." Dan Goleman

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### Attraction Recruiting: AI vs. EI

- Artificial Intelligent (AI) – Hard Skills
  - Automated resume screening-Saves time
  - Candidate Engagement-Keeps momentum
  - Online Interviews-More convenient
- Emotional Intelligence (EI) – Soft Skills
  - AI Can't Empathize-Recruiters Can
  - AI Can't Create Excitement
  - AI Can't Build Relationships or create possibilities

"We can not solve our problems with the same level of thinking that created them." Albert Einstein

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### Personal Take a ways to Get more Clients without endless cold-calling:

- Sell by education. Let prospective clients and candidates BUY into you, your firm and your service. Use Emotion in marketing efforts
- You can't maintain success and attract new clients without high confidence and energy. Put YOU higher on your TO Do list.
- Technology will continue to impact our business. Learn to use it.
- ADD VALUE as recruiters and focus on building strong relationships that are WIN-WIN.
- Success is a mind-set. Focus on small improvements daily. Keep learning

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### Thank You for Listening

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[patricia@globalconsultinggroup.ca](mailto:patricia@globalconsultinggroup.ca) or [tish@tishconlin.com](mailto:tish@tishconlin.com)
- THS On-line Course for Recruiters! 6 videos great learning  
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