

MAKE YOUR PROGRAM A MAGNET
GO BEYOND SOCIAL MEDIA
TO RECRUIT THE HARD-TO-EMPLOY!

A Webinar Presented For Your Organization By
Larry Robbin

Executive Director of Robbin and Associates

- * Over 45 Years of Workforce Development Training Experience!**
- * Trained Over 100,000 People * Presented 300 Webinars**
- * Worked With Over 1000 Organizations Across The Country!**

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You have tried everything you can think of to recruit the hard-to-employ to your program. You have used flyers, social media campaigns and other agencies, but still people who are hard-to-employ are not responding to your efforts to recruit them. Why don't our traditional recruitment strategies work? If you want the answer to this question, take this eye opening webinar!

This webinar is based on the feedback from a very diverse group over seven hundred youth and adults with multiple and severe barriers to employment that could not be recruited to our employment programs. Find out from their candid feedback, why our approaches to recruitment missed the mark and did not motivate them to access our services. To fully appreciate their perspectives, you will have to open your mind to very new ways of thinking about your services and recruitment. One particularly challenging question you need to answer is why your former and current program participants are not referring more people to your program. Even programs that have offered their program participants and alumni financial incentives for referrals are not getting many people referred to their program. How do we reverse this so that our current and former program participants become highly motivated and active recruiters for our services? If these people started referring a lot of people to your program, you would have waiting lists and not recruitment challenges!

Many of the answers to successful recruitment can be found in the private sector approach to customer acquisition. Customer acquisition is the same thing as recruitment for our programs. This innovative webinar will give you a whole new toolbox of ideas for setting fire to the motivational forces that will transform your

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current and former program participants into recruiters for your program. The webinar will give you a wide range of ideas that will help you go beyond what your customers expected from the program, so they become compelled to recruit other people.

You will also learn why the messaging and what we try to sell in our outreach and marketing are often not the things that will actually bring people to our programs. You will get a list of the most common mistakes workforce programs make in their recruitment efforts so you can avoid these time wasters. Discover how to hit what businesses call the marketing emotional jugular vein that will send a powerful message to people, so they think about how much they need your program. Find out the best practices for partnering with agencies that can refer people to you, so you do not waste time on unproductive relationships. Get a list of out of the box nontraditional recruitment ideas that will trigger the motivation to come to your program! If you are open minded and ready to consider new and better ways to recruit the hard-to-employ, then bring this webinar to your program now! To schedule your webinar and to get information about the many other webinars presented by Larry Robbin, send an email to larry@larryrobbin.com. For more information about Larry Robbin go to www.LarryRobbin.com.