

# The Online Recruiting Roadmap

*with Cledra*



5 steps YOU NEED to recruit high  
quality leads to grow your home  
business in only 30 minutes a day

Hey it's great to connect with you!

As a fellow faith based home business owner I'm so glad our paths crossed. Keeping GOD first is non-negotiable for me even in business.



How I do business and why I do business are both based on the bigger picture of being able to make a difference in the lives of others and not just make money for money sake. What you'll learn from me is that I'm a nerd so I share what matters and I don't beat around the bush with a lot of fluff. I will always respect your time because I don't take it for granted.

My name is Cledra Gross and you're probably used to getting things like this where the beginning is full of someone sharing all about themselves.

I'm here to help YOU. If you wanna know more about me you can go over to [www.cledra.com](http://www.cledra.com) but as I mentioned I'm all about getting to the point and making an impact so let's get started!!!

The important thing for you to know is that I left a 21 year career in executive sales to do what I know I was created to do and that is to make a difference for people like you. That specific difference is to provide solutions for you to add additional income to your family from home so you aren't away from the people you love or church for the sake of making money. HOW I do business matters and HOW I help you do business matters. My sincere prayer is that my work helps support you in doing what you have been created to do.

Ok...now the point of this information is to show you how to follow specific steps online to help you recruit high quality leads to grow your business.

# 5 steps YOU NEED to recruit high quality leads to grow your home business in only 30 minutes a day

## *Step 1* Focus on the Right Person

If you miss the first step...you'll be wasting your precious time and cash.

Most people will tell you especially once you've started your own home business to make a list of at least 100 including friends and family. They'll encourage you to go back to high school, stalk the mail man, and even invite people from church out for an "opportunity dinner". Now if you've been in the receiving end of these "opportunity dinners" like I have then you know how they can go south real fast and get awkward very quickly. It's like I thought we were going to dinner and here comes the presentation. Let me ask you, do you think Wal-Mart or Tiffani's built their business by calling family or church members? ABSOLUTELY NOT!

Instead they worked hard to determine the problems of their ideal customer and how their products and services solve the problems. This also includes the amount the ideal customer is willing to pay. Let's use the example of Walmart and Tiffani's again. Both sell diamond rings correct? But wouldn't you agree that the cut, clarity, color and COST of the diamond ring at Tiffani's will be very different from the diamond ring available at Walmart. Not throwing shade for WalMart diamonds but no argument that there's a difference in the purchasing power of the 2 people who have the same "problem" of needing an engagement ring.

The same is true for you.

When you're developing the right person for your business the best person to think about is...YOU.

If you're in the Faith Based Home Business space; Why did YOU invest in the service, product, or opportunity that you're marketing?

Now grab a pen and paper and let's get to work. Start writing out your ideal customer and/or business partner if you're in Network Marketing or wanting to grow a team.

## *Questions to answer:*

- How old are they?
- What are their biggest pains and problems?
- What keeps them up at night?
- What are their biggest fears?
- What are their biggest desires
- What do they already consume?( books, website, magazines, where they shop)
- What products and services are they buying?
- Do they own a home?
- What's their annual income?
- What's their political affiliation?
- What charitable causes matter to them?(this is important as a faith based business owner. I'm not looking to work for people who want money just for money sake)
- What do they value? (again...important when considering partners in your business)

- What have they overcome?(I've learned the hard way NOT to recruit people who don't know how to take a hit)
- What's their gender?
- What specific solutions would make their lives better? (this is where your products or business opportunity should fit. Your goal is to be seen as an answer to their problem or prayer)
- What common challenges do they face?

## **Example: Ideal customer & partner in my business**

Jessica is a 45 year old working in corporate america. They do well financially but she is no longer fulfilled. As her kids are getting close to going to college she is ready to reinvent herself and also not continue to deal with the games she has to play at work.

**Worries:** Her parents are getting older and so are her kids and she wants to not only have money to take care of her parents but the time freedom to spend with them. She's also concerned about college for her kids and the increased layoffs at her job.



**Desires:** Less time commuting, a job where she can work from home but will not cost her lifestyle of living. She loves her home and the life she and her husband have worked hard to build. If she could find something to do from home that also replaced her salary and ideally both her salary and her husband's it would be an ideal situation

**Challenge:** Jessica's days are already packed. She doesn't have time for the typical home parties and she's very active in her church and doesn't want to make her friends at church her prospects on some sales list. She just doesn't know how to make money doing what she loves.

**What she wants:** Jessica really wants to believe it's possible for her to replace her salary working from home. On one hand she loves the idea but her mind tells her to "get real" it can't happen with her time and money constraints right now.



She also has a husband that she knows she can't present some exhausting or costly business plan to that would come at the expense of less time with the family or take her out of church. Ideally she wants someone with integrity that she feels she can trust to give her guidance, direction and leadership to outline exactly what to focus on every single day to make money.

Be VERY descriptive when completing "what she wants" because this will make it easier once you start your marketing.

I made the mistake initially of thinking EVERYONE we knew would want this incredible opportunity to work from home but it's simply not true. You aren't for everyone and trust me...everyone isn't for you. It's DRAINING to get the wrong people in your business or on your products, so do NOT skip this step or take it lightly

## *Step 2* Research your recruit

Stop and think...most people go online daily to either shop, interact with friends, or research solutions for their problems.

Your job is to do some research of common places on the internet that your ideal customer or business partner would hang out. The top marketers have the ability to step inside of their ideal customer's mind. Ideally you want to be able to join the conversation they're already having in their mind but I don't wanna get ahead of myself back to research of where they're hanging out.

### *Top places to do your research:*

- Facebook fan pages
- YouTube
- Amazon
- Google-search keyword terms(their problems) and look at the ads
- Blogs
- Forums

Look at the comments and take notes. What are people complaining about? What are they saying they “wish” were different, better, or would change? Create a research folder on your desktop to add one liners you discover on the facebook fan pages, blogs, or forums. This will help to make it clear if your product or service is a fit.

### *Step 3* Get in front of them

Now that you’ve identified who they are and what they need and you’ve been taking notes about what they’re sharing; it’s time to put YOUR product, service or business opportunity in front of them!

Now this is where it can go wrong very quickly. You have to pick ONE strategy at a time to master to market your offers. If you don’t you’ll spread yourself thin and your results will be thin!

Paid marketing is the fastest way to get results. Paid marketing is like a toll road. Pay the toll and you get access to the road (right person) faster. Take the long way and your access to the right road(person) will take a lot longer. ALWAYS take the time to understand your paid marketing method of choice BEFORE you start throwing money around otherwise it's like a billboard on a highway that's under construction. Not only will the right person not see your product but no one will see your product.

If you're going to learn a paid marketing strategy then I highly suggest you invest in training courses on that strategy. I can help you identify my preferred training on paid marketing.

### *Some paid marketing options:*

- google adwords
- solo ads
- banner ads
- youtube pay per click
- pay per view advertising
- facebook ads

## *Step 4* Free Marketing

Tight budget? As I mentioned above you can opt to NOT pay the toll and take the long way and it will still get you to your destination; it'll just take longer. When I first started I was so confused about ads and I didn't understand the strategy behind them so I generated leads using free strategies. The key to generating leads for free is high quality value added content. Add value to the lives of people you pass on the "long way" to your destination and it will work. I have posted almost daily on facebook for the last 6 years. Now if you're just starting I don't want you to think it needs to take 6 years; I only share to let you know I've learned a lot in that time that can shortcut your time, energy and efforts.

### *Some free marketing options:*

- LinkedIn
- Facebook
- YouTube
- Instagram
- Blogging
- Twitter
- Google+

Whether you choose paid or free marketing, in order to build a list of quality leads and prospects Step 5 is critical.

## *Step 5* Capture and Own

While building LEADS online is great you want to get those leads on YOUR real-estate ASAP. Building an email list is the way you build YOUR real-estate. Real talk accounts get shutdown online. Groups get closed. You don't want your entire business at the mercy of someone else making a decision to close your account. The same is true if you're affiliated with a company in direct sales. YOU are doing the WORK to find these people so YOU need to make sure again that they're on YOUR real-estate.

The best way to do that is with what's called a "capture page". The capture page captures the name, email and possibly cell number for your lead. You then start growing a list of people who have literally raised their hand to say "I'm interested in what you are offering"

You need to then create a great free offer for your high quality lead and tie the capture page to a CRM. A CRM basically “houses” your list and will allow you to continue to market to your list. The CRM we use is Aweber. Just click [www.cledra.com](http://www.cledra.com) to get started using Aweber.

*You can make your own capture page using:*

- click funnels
- lead pages
- optimize press

OR

...my team not only creates capture pages but will help you establish your online brand, email sequence, CRM(customer relationship management aka Aweber tie in) and initial funnel for your freebie to collect those high quality leads.

Just contact my team at [www.cledra.com](http://www.cledra.com)



# QUICK START CHECKLIST:

- Clearly written down and identified my ideal customer and/or teammate
- Make a list of common terms and I've done my research on which sites my ideal customer visits
- Identify paid or free marketing strategy to start to master to get my offer in front of the right people
- Capture page complete and tied to a CRM

I'd love to connect with you and celebrate your success as you implement what you've learned here. Join me in my closed facebook group HEALTHY WEALTHY BOSS LADIES for daily encouragement. You'll get support to grow your health and wealth as you grow your impact and influence in your business.

Every Monday I do free video training & provide a free resource

If you have any questions please connect with me!!

My social media links are below:

**Facebook**

**Instagram**

To your God given abundant success,

*Cledra*

