



# DIY RECRUITMENT: HOW TO ATTRACT THE RIGHT TALENT DIRECTLY

**signature**  
Career  
Management

Believe it or not, there is such an industry called Rec2Rec who specialise in recruiting recruiters for recruiters. Even more bizarre than that, there are also people who specialise in recruiting recruiters, who specialise in recruiting recruiters for recruiters! Yes... I know!

Sometimes I recruit directly, sometimes I use a specialist Rec2Rec, depending on what we need. So, when you do want to recruit directly instead of utilising the services of a specialist recruitment partner, here are 5 steps in how I like to do it:

**1 What do you need?** And I don't just mean the role. I mean what person, what character, who is going to make this role a success. It pays to really get this clear in your mind first.

**2 Does your budget reflect what you need?** No? - you need to start making some compromises then. (We all do it - myself included, so figure out what's most important and what you're prepared to compromise on). I'd get this ironed out before you move forward, or this process could be a real waste of time. **What is essential vs desirable.**

Ok, so you know what you're looking for, what you need, and you're confident you've been realistic in what the market represents in attracting talent for your business and opportunity.

**TIP:** *If you're not 100% sure, call up a reputable recruitment agency who specialises in your sector to sense check your budget, needs, and wants vs the market.*

**3 Write a compelling advert** - Your best bet is to then get it on LinkedIn, and ask everyone in your company/network to like and share to gain as much reach as possible. If your budget allows, use a LinkedIn job slot - this will ensure your advert gets in front of a wider audience.

**TIP:** *When you write your advert, ensure it speaks specifically to who you're trying to attract. You don't want to talk to everyone. Bring your company and opportunity to life too - you'll be surprised how often an advert is just a list of tasks! **#boring!***

**WATCH OUT:** *You're only reaching a tiny proportion of the market with an advert as you're only talking to candidates who are actively looking for a new opportunity. Want to tap into the passive talent pool? Start making some direct approaches.*

**4 Who do you know?** Who in your network can you reach out to for recommendations/ introductions - make that direct approach to set up a call.

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**Utilise LinkedIn to head-hunt** - LinkedIn is an amazing tool to help you map out the market and the specific talent you're looking for if they're not in your immediate network. By doing this, you're ensuring you've approached everyone who at least on paper, could be a potential fit for your opportunity. There are a few LinkedIn packages you can purchase, here are a couple of links to get you started in understanding which solution is best for you:

<https://www.linkedin.com/help/linkedin/answer/a417251/differences-between-recruiter-recruiter-professional-services-and-recruiter-lite>

<https://business.linkedin.com/talent-solutions/recruiter>

**TIP:** *If you're going to be hiring a number of new employees over the coming years, it pays to be proactive in either your network or utilising LinkedIn to build a network with prospective talent.*

*Don't rely on who is available at the time, you need to build long-term relationships to put yourself in a position to attract and hire the best talent **in** the market, not '**on**' the market when you need them.*

*It's a competitive market - get ahead of your competition!*

If you want further support on how you can kick off your own recruitment process, visit our [website](#) for lots of tips and tools on our [resources](#) page.

Or, contact us directly for no obligation advice.



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