

White Paper

Starting a Recruiting Business in High-Growth Industries

Don't believe everything you read about the employment picture in America today. Despite record unemployment in many sectors, there are select industries growing faster than ever. One of them is healthcare, for sure.

Other fast-growing industries experiencing pressing demand for qualified talent are Health IT, Credit/Collections, Alternative Energy, Software Application Development and Turnaround Consulting.

Qualified individuals can profit by starting their own business, recruiting those who are in high-demand in industries like healthcare, and getting paid recruiting fees of \$10,000 to \$40,000 to do it.

Medical recruiting, for one, is incredibly strong even in the current economic climate. The shortage of skilled healthcare practitioners, an aging baby-boomer population, advances in medicine, and the anticipation of healthcare reform, have all converged to create a "candidate-driven" marketplace. Today's healthcare workers are in-demand and in charge of their destiny.

Career Agents Network was created to capitalize on this kind of strong demand by focusing exclusively on high-growth industries and assisting the candidates within them. At every point in an economic cycle, there are industries contracting and others expanding. In up-times most industries are growing, while during a recession, most are slowing.

Even then, a select few industries will always buck the trend and be growing, and today, medical and healthcare are certainly doing that.

Eventually, downturns occur in even the strongest industries, as has happened in technology, banking, and energy at different times in the past 10 years. When recruiters focus on one industry too much and too long, the eventual downturn leads to a corresponding collapse in the recruiter's business.

This is why, instead of committing to one industry forever, our "Career Agents" ride an industry "wave" as long as it's strong. They concentrate on high-growth industries and then, when expansion and hiring dissipate, they can shift to another industry.

Traditional recruiters don't have this ability, or the agility, to shift into higher-growth industries when their familiar ones are dying. They will claim that they "have too much time invested" or that it is "all they know." To them, learning the terminology and buzzwords of a new industry can seem daunting.

However, that's precisely what the management of Career Agents Network have routinely done and why they currently focus on medical recruiting and other high-demand industries.

Traditional recruiters simply lack the infrastructure, support, and system to shift to new industries that are growing more than the one they are already working in. We do.

There are fundamental flaws in the traditional recruiters' business model because they:

- Focus on employers – making candidates feel like a commodity
- Cold call instead of building relationships
- Limit use of technology and online marketing
- Operate in an isolated and fragmented manner
- Fail to work with other recruiters to benefit candidates

After years of success in the medical field, Career Agents Network management saw the opportunity to apply its "Agent" approach to other high-growth industries as well. Sectors where our independently owned offices can target in-demand candidates, determine their career goals, and market them to potential employers to find the ideal position *for the individual candidate*.

Conversely, traditional recruiters start with a "job order" from a company to fill an opening, then they shop it around to candidates, pitching them on the position as being a "perfect fit" -- even though the recruiter usually doesn't know the candidate at all.

We Train Career Agents to Be The Candidate's Advocate:

It's obvious why the traditional recruiting process can leave the candidate feeling like a commodity. Canvassing candidates, blindly marketing jobs, and assuming that candidates will jump at the first sight of a good position may work occasionally in some industries, but not in those where growth and demand are high.

In demand candidates feel as though they can get any job they want – they are in demand. If they are going to make a move it will be because it meets some need they have: more money, better growth potential, bigger challenge.

Traditional recruiters assume that, since the company/client is paying their fee, the employer is the only entity to whom they have a fiduciary responsibility. In high-growth industries, the in-demand candidates and their needs are the key to the deal happening. That is why our Career Agents put candidates first.

Career Agents Build Relationships:

The most common recruiting strategy is to solicit candidates to try and "sell" them on a particular position. Qualified candidates in high-growth industries have many options. They don't want yet another job opportunity thoughtlessly thrust upon them.

Still, they're very receptive to an "Agent" who will carefully listen to what they want, and then take the time and effort to sift through all the options to identify those that are his or her best opportunities. You can be that kind of sought-after Agent.

Career Agents use online relationship marketing to win-over the most desirable candidates over time. This "soft-sell" approach uses repetitive and consistent marketing messages to establish trust with these sought after candidates and incrementally move them towards using our services.

Work Smart with Technology and Online Marketing:

Career Agents Network trained entrepreneurs apply amazing technology and software to locate and gather contact information on both candidates and hiring authorities. Using this information, they cultivate relationships, conduct online marketing to identify candidates open to making a change, look at new positions, market to their own internal database, and match candidates and positions with those of other Career Agents in our Network.

All of our Career Agents are provided with truly amazing research and data-gathering software that must be seen to be believed. Also included in our high-tech mix are candidate management software and online marketing tools to drive prospective candidates to you and the website we build for you.

Collaborate to Benefit the Candidate:

Traditional recruiters typically don't work well with other recruiters. They tend to be very protective of their client companies and candidates. This protectionist mindset causes them to really stumble in high-growth industries because candidates -- medical practitioners, for example -- want to deal with a recruiter who is aware of the best positions in their field.

Our in-demand candidates are reassured by the fact that all of our recruiting offices are online with one another, which therefore gives our Agents access to as many positions as possible, nationwide. They expect us to contact potential employers, even companies that aren't actively attempting to fill openings, to unearth quality assignments. Our Agents have the "inside track" to all the best positions, and all of our candidates know it.

Instead of cut-throat paranoia and stand-alone weakness, Career Agents Network Members trust each other with information about candidates and companies and work together to make placements -- and profits -- happen. This is the polar opposite of how traditional recruiters operate.

Everyone Deserves to Have Their Own Agent:

Career Agents specialize in at least one red-hot growth sector, like medical recruiting, and can do very well (even in this economy), representing in-demand candidates as their "Agent." They simply unearth the best possible positions for the candidates and then negotiate the best deal on their behalf.

The "Agent" approach must be more than lip service or a marketing gimmick to be effective though. Career Agents start with the candidate's specifics: Type of position? The hours the candidate wants to work? Location, responsibilities, type of company? The list is long, and all of it matters.

While we can't always get them everything they want, we always take the time and effort to understand their preferences and desires, and then work very hard to get it for them. This makes a world of difference to the candidate.

In high-demand industries, offers may be plentiful, but "the right job" is always harder to find. Career Agents have the knowledge and tools to locate such perfect positions, and with fees of \$20,000 to \$30,000, even \$40,000, it's worth the effort.

A good example is specialized high-demand engineering positions, where there are many more openings than qualified employees to fill them. If such a candidate seeks to make a move on their own, they simply apply, get an offer, then either take it or refuse it. But using an "Agent" generates far different results.

We present the candidate to multiple employers and negotiate terms to find them the most attractive deal. A bidding war is always desirable, since we are paid an executive search fee equal to 30% of the candidate's first-year salary. So if the candidate is to be paid \$180,000, we can receive more than \$50,000. That's real money, but it's also hard work.

Career Agents Network Members receive the extra benefit of being able to reach past their specialty and circle-of-influence to make money in other industries, due directly to the collaborative nature of our organization. So, for example, if you relocate a Director of Pharmacy, you can also make money by placing her spouse. If he is an Internet Software Engineer, you can simply get him into our split-placement database and have a legitimate shot at making money when another office places him.

Career Agents Network works across a number of high-growth industries:

- Medical
- Health IT
- Legal
- Credit/Collections
- Alternative energy
- Agriculture
- Turnaround Consulting

In order to properly and profitably represent this kind of talent, Career Agents must become highly knowledgeable about their employment specialty. Even if they change specialties, we help them to become knowledgeable about their new industry focus and be a valuable information source.

Getting Started as a Career Agent:

Career Agents Network provides everything you need to become very knowledgeable about the high-growth industry you choose. As a Career Agent, you'll receive comprehensive training, software, support, and marketing help.

Most importantly, you'll be trained in our revolutionary "Agent" approach to representing sought-after talent in high-growth industries, candidates who are actually like professional athletes and movie stars. You will be trained to market and present such candidates to companies that could clearly benefit from having them on their team.

Even as Career Agents specialize in lucrative industries like medical or healthcare, they can earn great money in other high-growth industries as well. That's because they are able to accept any candidate from an employer, and do a "split-placement" with another Career Agent specializing in that industry. This is found money that they otherwise would never realize.



What do Career Agents Network Members receive for their \$29,900 investment?

- Training in any high-growth industry or specialty, such as medical recruiting
- Cutting-edge business intelligence research software for gathering contact information on sought-after candidates
- Contracts, operational forms, recruiting presentations and scripts
- More than 100 hours of recruiting operations training, done remotely online, over a 30-40 day period
- Two days of concentrated on-site training
- Ongoing advanced and supplemental training
- Online marketing tools to drive potential candidates to your website
- Collective web properties that attract candidates for distribution to all Agents
- Mentor Program – working with an existing Member, to stay on course with start-up and to generate income as fast as possible
- Fast-Start Program – marketing candidates of other Member Offices
- Work with existing Members to market their candidates and fill their positions

More than anything, for their \$29,900 investment, Agents get a business with tremendous earning potential and the flexibility to structure it around their life.

For now, we wouldn't recommend asking yourself whether this is something you want to do, not yet anyway. Simply ask yourself if recruiting in high-growth industries like healthcare is something you want to investigate further.

If so, the next step is probably reading "[Frequently Asked Questions](#)" to learn more about starting a recruiting business targeting high-growth industries.

You can also [watch video interviews](#) with existing Career Agents Network Members to learn more about how they operate.

Then if that information prompts you to have ongoing interest you can request a "Business Plan" by telling us more about your background and experience in a confidential [Business Profile](#).

Once we receive that we can provide you with a 40 page "Business Plan" for launching a recruiting business focused on high-growth industries, along with contact information of current Career Agents Network Members you can speak with.

This "Business Analysis Process" will help you determine whether the "Career Agent" business model for recruiting and staffing is right for you. Let us know if you have any questions.

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