



The Recruiting Firm 7 & 8 Figure Blueprint:

- ***How to go from the “turnover turnstile” to Big Biller Retention!***
- ***How to go from “Roller Coaster Revenue” to Predictable Income!***
- ***How to create a business that runs without you!***

...Keep reading to Learn How to Join the Recruiting Industry’s top 10%!

Right now, you’re probably asking yourself “*How do I get to where I want to be in my recruiting business?*” and/or “*How can I find and KEEP a Big Billing Recruiter?*”

Whether it’s low productivity, high turnover, recruiters who just “don’t get it”, or low fees, clients and/or candidates who don’t get back to you, a lack of a marketing system, fear of making calls, maybe even some burnout, the truth is this...

You have been blessed with ambition and the resources to reach your goals or you wouldn’t have come to this page! This is your moment to OWN IT!!



We are excited to share with you ***The Recruiting Firm 7 & 8 Figure Blueprint***, our 4-month private coaching program engineered to address the unique needs of recruiting firm owners just like you!

Our program is centered on giving YOU highly personalized, peer level group coaching and SPECIFIC training for the needs of recruiting firm owners and solo recruiting looking to develop a firm.

Whether reaching a new life means hiring better people, having real PROVEN business systems for your firm, acquiring more clients, becoming a trusted adviser, making revenue predictable, getting out of overwhelm the **Blueprint** program will help you get this and more.

You’ll leave each private coaching session feeling confident with the exact steps you need to take.

When we say we’re here to help you every step of the way, WE MEAN IT!

When you are unclear, uncomfortable, or stuck, it may cause you to ask yourself... “*Can I do this? Do I have what it takes? Could it really be this easy?*”

We all feel fear. We all have moments of uncertainty, which is why in **Blueprint** my team and I will hold you accountable to the goals you have set for yourself...no matter what! It’s time to allow building a thriving, profitable, and exciting business to become clear, easy, and step-by-step. It’s time to let go of what you haven’t done!

This is your moment to SHOW UP. For yourself, for your family, for your recruiters, and for the companies you're here to build with your expertise.

The good news is you're not alone. It's you and me and my team... together!

Are you ready to step into your TRUE **"Recruiting Firm LEADER"** Self?

Enroll NOW! See all the details below!

Blueprint - A Proven Path to 7 & 8 Figure Revenue Growth

Is it right for me?

You're passionate about what you do. However, you may be newer recruiting firm owner or a veteran firm owner who has reached a Plateau. You may also be a bit burnt out by all those recruiters you have hired, trained then had to fire them or even worse, they became productive and quit to COMPETE with you!

Maybe you're burnt out also by companies that gave you assignments and don't get back to you. Placements may seem like random events, and you're feeling the stress of how to prioritize the myriad of tasks your business needs doing.

What you want is a CLEAR PATH with simple steps that feel achievable, even when time is tight. You want a plan that honors your strengths, increases the respect you get from your clients, and gives you clarity in execution from the moment your feet hit the ground every day. Most of all, you want to feel you're doing the right things to get your business moving forward on a solid, reliable foundation, and to see your income increasing significantly in 90 to 120 days or less!



COACHING WITH MIKE GIONTA

Monthly Business Momentum Q&A Group Coaching Calls

Get your questions answered plus receive on the "spot" coaching in these dynamic calls. Mike includes on-the-spot additional training on key hiring, leadership, marketing, recruiting, time management, motivation, etc. strategies plus shares his latest mindset strategies to help you stay centered and confident as you grow.

Monthly Metrics Group Coaching Calls

Most recruiting firm owners we meet don't track the right metrics, or, bluntly, don't track them at all for themselves or their recruiters! The main reasons we have found is that most recruiters were "abused" with their numbers earlier in their career and/or no one ever taught them that doing this the right way CREATES A CLEAR PATH to their firms revenue billing goal. This monthly call



reinforces the key metrics and Mike will show you where you can “tweak” your numbers using the online metrics tool provided in this program.

COACHING WITH YOUR DEDICATED PERFORMANCE COACH

MONTHLY 30 Minute One to One Planning & Accountability Call

One of the biggest challenges most recruiting firm owners face is a lack of focus and clarity. These calls will be scheduled weeks in advance. On this call with your individual performance coach you will have a custom game plan call to review your previous month, what worked, as well as what did not.

In addition, you will plan forward the next month and will be coached to the best resources to accomplish your objectives.

FOUR 15 Minute One to One Laser Coaching Calls

From time to time some issues will require us to roll our sleeves up together to tackle an issue individually. These calls should be used when a call is very personal, you can't wait for the next group call and/or it can't be addressed on Facebook.

Simply send your designated performance coach an email with a detailed description of the issue/ challenge you are dealing with so we can best prepare for the call. The call will be scheduled within 72 hours (usually sooner) of the request unless your coach is away on vacation or speaking at a conference.

I'm proud to report that for this month I am billing out \$73,395!!!! 47k of that margin is a direct result of Mike's program. Additionally, on August 3rd I am billing out for 50k in margin from one placement. This is also a direct result from Mike's program. Two of my largest billing ever in my career have come from using the steps that I have learned from Mike Gionta and his "Double Your Placements in 121 Days or Less" mentoring Program! I think I am still in shock!!! I began this program just 4 months ago, and I have billed an additional 108k from new clients. I'm not working any harder, or longer hours... Doesn't get better than that! - Rachel Smith, TrueFit Healthcare, LLC

RecruiterU's Blueprint Marketing & Recruiting Business Building Curriculum.



Each Module includes a MP3 downloadable audio, transcripts, templates; at approximately 60 minutes each, these are easy to fit into your schedule.

Each month we dig into at least two business/hiring system modules so you can focus and implement without getting overwhelmed. We have 2 group coaching calls per month to tackle all your challenges.

The coaching calls guide you

through areas you are implementing and getting stuck, on refining your technique or even coaching you through productivity and/or Hiring challenges you might be having. We also can cover client and deal situations. So each month there are 2 coaching calls and at least 2 training modules. **All the calls are recorded, and all the training modules are transcribed so you can study them over and over again for mastery.**

Bonus Modules:

Bonus Module 1) How to Find the Right Recruiting Firm Model for You. Learn why the traditional Recruiting Firm Model is COMPLETELY broken and how it sucks the life out of you leading to an endless cycle of failed new hires. Learn new models to return to sanity (and how to build a REAL Business!). Also, learn how to get off your desk, if you wish, WITHOUT a drop in your company's production.

Bonus Module 2) How to Find, Identify and Assess Your Future \$1mm Producer! Where to find them and HOW to recruit them! How to uncover the "frauds" in the interview process and weed them out before you waste your time on them! How to create an exciting opportunity to be attractive to someone currently employed and excelling in their current role! Also how to create defined, replicable and systematic interview process engineered to attract the best recruits!

Bonus Module 3) The #1 KEY to Creating Predictable Revenue Month to Month. This module is easily the MOST important module of the program! Metrics are distasteful to most recruiters because they were NEVER taught the right way to use them. After this module, that will no longer be true! Using this strategy the right way is **the #1 key to making your company's revenue predictable and forecastable!** (We also provide the online metrics tool at NO COST as part of the program!)

I appreciate your input and guidance as well as the huge mass of useful tools and information I am using right now to grow my recruiting business. The Recruiting Blueprint program delivered a step-by-step process, tools, documents and templates I can use and am using in my business right now. As a matter of fact, one specific call with Mike provided me so much insight that one call ALONE justified my investment in the entire program! I would highly recommend the group coaching course to any owner serious about growing his business. - Jeff Harris, Jeff Harris & Associates, Greensboro, NC

Month 1

Module 1) Curious why you might be consistently missing your goals? Are you a bit Bored?

You're probably not clear on what you want EXACTLY right now!! We begin to fix that here, on our first call. Learn the exercises and get the tools to set a compelling short & long term vision! Define compelling targets that get you excited again as a recruiter.

Module 2) How to outsource your research--CHEAP and liberate hours of your day. Are you spending hours per day finding names to call? STOP! In this module we teach you how to get dozens if not hundreds of names, phone numbers and email addresses from inexpensive outsourced researchers.

Module 3) How to Train and Onboard your New Associate/Apprentice to get them producing quickly and stay with you. This ALL starts well before the start date... learn how to avoid many critical mistakes MOST owners making in the onboarding process! What weeks 1 and 2 MUST look like If you want them to succeed! We cover in depth the critical first 90 days of development. Mess this up and you just flushed 3 months of time and draw down the drain!

Mike's coaching has played a big part in the success and growth of my search firm over the years. I have experienced 20-50% 'year over year' revenue growth for the past 4 years because of his help. Its super practical and easy to implement and it's the best techniques out there. I learned so much on how to hire and train recruiters, how to structure and grow the firm and how to differentiate ourselves to clients. I have had a 92% retention rate with recruiters in the history of my company and no one has ever left the company (I have had to let 2 go for performance). The average billings/revenue per recruiter in my company is \$408,000 / year. As a result of all of this, I don't work "in" my business 40 hours a week, I do sales for about 10 hours a week. And If I wanted to not work at all for 1-2 months, my revenue wouldn't suffer much at all. In the next year, I plan to be 100% out of sales and just be the CEO of the company. Mike helped create and map out this vision for me.

It's definitely worth the investment if you implement his techniques. - David Wolfe, CEO, NP Now, Nurse Practitioner Search, Charleston, SC

Month 2

Module 4) Time Management for Recruiting Firm Owners. Discover where your time is being wasted and eliminate those distractions forever! Using and implementing the strategies on this call you can eliminate from 2 to 5 hours of wasted time each day!

Module 5) How to Lead and Manage Your New Future Super Star (as well as your existing recruiters) to \$1mm in Production! Here's why most Owner-Recruiter goal setting exercises are almost a complete waste of time and how to build a plan with a recruiter that WORKS! We teach you a replicable systems to keep your team on track *without you having to tell them to "get BACK on the Phone!!!!"* We'll show you how go away on for 2 weeks, NEVER check in with the office AND have production INCREASE (this happened in my office and I'll show you how it can happen for you too!)

*Mike's coaching caused fundamental changes in how I think about my business. While working in the business is necessary, working on the business is fundamental to success. Success is the synergy of a well defined model; a model that is teachable, reproducible and measureable. **Mike teaches consistent, accurate measurement of everyone's activities is necessary to develop a business model that generates predictable results and revenue.***
- Kyle Largent, Largent & Associates, Los Angeles, CA

Month 3

Module 6) Effective Daily/Weekly Planning for your Desk & your Recruiters. Distracted? Is there a lot of wasted time in your day? In this module and with our template you learn how to pre-plan your week as well as how to coach your team to do it... easily so you can stop figuring out your day when you show up at your desk!

Module 7) Effective Delegation Strategies for Recruiting Firm Owners. How EXACTLY to delegate items to both your recruiters and your support team so that the job is done correctly, and BETTER than you could have done it yourself! This liberates your time to focus on your key strengths, which is building your business.

I attended Mike Gionta's Training on hiring and retaining Big Billers and his 7 Figure Blueprint. Frankly, I was worried about taking time away from my business for the calls, but I am SO GLAD that I did! In the program Mike walked us through step-by-step his hiring system that yielded big billing recruiters.

Honestly, Mike's model is very different from what I have been taught in the past that led to many failed recruiters, lost draws and salaries. You will learn a system that will show you how to find the winners, how to get them to say 'yes', get them productive quickly and how to create a defined career path for them! Mike taught so much, I'm continuing my work with him to build off what I learned the first time! - Jon Littman, President, Genesis Search, Philadelphia, PA

Month 4

Module 8) How to SIGNIFICANTLY Reduce Fall-Offs, Counter Offers, and Offers Turned Down.

Indecisive Candidates? Clients? Are you and your recruiters losing placements from turn-downs and counter-offers? You worked weeks if not months putting the deal together and ... BOOM! It blows up! These mistakes are costing you tens of thousands of dollars. In this module you will learn proper Expectation Setting, Preparation, Debriefs and Closing Techniques and how to create a SYSTEM in your office that saves at LEAST two placements per Year!!

Module 9) The Recruiting Firm Owner's IDEAL Annual Business Plan Template. Incorporate all the strategies into your annual plan. This is a simple document, not something you will stress over. It contains a planning system on all the systems you've just learned during the past four months into a customizable template.

Recruiter U has been a phenomenal resource to me for years. When I first joined their coaching program, my business grew 380%!!! They do more than help with tactics, they go beyond into mindset, which is usually what is holding all of us back, ourselves. When you break through, epic results occur. I always joked with Mike that every \$1 I paid him I received \$7 in return. They are the BEST! - Renee Frey

*I used to be completely frustrated by 'guessing' when placements would occur, high turnover in my office, and generally not being able to scale my business. No more! My participation in TheRecruiterU's coaching program provided me with the information I needed to scale my business. It is as simple as following a recipe, all the steps are provided! **We have had our best years EVER since doing the Blueprint Program!** - Julie Rupenski, MedBest Recruiting, Clearwater, FL*

Your Coaches!



Kathleen Kurke is well known for her 30 year history of high dollar production and growth-oriented leadership. Kathleen works with

individuals and organizations as a speaker, trainer, coach and business consultant, but with a singular focus: increasing performance, production and profitability.

- Worked with the almost 200 franchised offices at Global Recruiters Networks, Inc (GRN) as Chief Learning Advocate to launch over 1000 hours of learning content. **Results: Individual and system-wide production revenues increased.**
- Pioneered a consultative sales model for Management Recruiters International (MRI) that revolutionized the way more than 600 offices went to market. **Results: Increased revenue production and recruiter retention.**
- Built a national recruiting practice. **Results:\$18m in personal production.**
- Built and managed a 15 person search firm. **Results: Industry-busting retention and production averages.**

Kathleen has remained a leader in the executive search industry for the last 20 years of her recruiting career, and was selected in 1995 for membership in the Pinnacle Society, a recruiting industry honor society recognizing 75 of the top executive recruiters in North America. Kathleen was honored to serve as President of this prestigious organization for 4 consecutive years.



Mike Gionta is one of the most recognized names in the Recruiting Industry Today. From almost going out of business in 1991 Mike,

after numerous “learning experiences” built his personal billings consistently over \$1,000,000 per year with his best year in personal billings of \$2,143,000.00.

Mike has coached Solo/Independent Recruiters since 2007 to use the techniques and strategies he used for themselves to multiply their earnings without working longer harder hours.

His training & coaching on becoming a “trusted adviser” as well as getting retainers has revolutionized the way his clients conduct their business

Mike has authored a book “How To Double Your Placements in 121 Days or Less” and is published frequently in leading Recruiting Industry Trade Journals the Fordyce Letter and EmInfo. In addition Mike is often a Key Note speaker at National and State Conferences.

I just completed Mike Gionta's Blueprint Mentoring Program. I must admit, I was a bit reluctant at first as it was a sizable investment. ***I am thrilled that I decided to move forward with the program and thus my business.***

Mike provided me with tools and a system that allows me to make my revenue far more predictable. His program is step-by-step and he leads you by the hand, not by just teaching the material but coaching you implementation and your own resistance. I now have these systems forever in my business! He also exposed us to many other resources and trainers and that certainly was a pleasant surprise.

My staff and I now have much more clarity, purpose, and are far more energized with respect to our individual and overall vision. Indeed it wasn't just a matter of learning the material but being totally focused on implementing the steps that made a dramatic impact to my business and to me as an owner, husband, father, and friend. Getting better control of my business has been a tremendous step that allowed me to take more control over my emotions and life. Today my staff and I wake up every morning knowing what a good day looks like and not getting wrapped up in the ups and downs of placements (as long as we controlled what we could control along the way). ***Mike' coaching me towards my goals has assisted me being far more effective in coaching my team towards theirs.***

Additionally, ***within a few months our firm had its best quarter in our 3.5 year history: 300K in Spring placements! Mike's coaching was instrumental in making this happen. This is just one example of many areas that provided me with a fantastic return on my investment! If you want to remove some of the mystery running your business, enroll in Mike's program!*** Today I take total advantage of the leverage principles I learned in Mike's group and have predictable revenue in the \$60,000-\$100,000/month range. ***Thinking back this makes my original reluctance towards investing in the program seem totally trivial!*** - James Zinman, Critical Hire Recruiting Inc.

BONUS *For the FIRST FIVE THAT enroll!*

Closed Door Mastermind/Business planning workshop this fall with Mike Gionta & Kathleen Kurke. (\$5,000 Value)

In these offsite meetings we meet as a group to Reflect on your business and Brainstorm your go forward strategies again reinforcing what needs to happen for you to hit both your business and personal objectives.

What's a mastermind meeting? Other than one of Napoleon Hill's KEY success principles it is:

- The opportunity to present your challenges, strategies, business growth ideas, etc. to a peer group of forward thinking recruiting firm owners and have them share their ideas to help you grow your business.
- The opportunity to "pull back the curtain" and get new, leading edge strategies for your business that are working in other offices right now!
- Make new alliances that will survive the meeting to potentially partner on split business.

- A tremendous opportunity to take 2 days out of your firm and REALLY **work ON your business**, vs IN your business.
- The opportunity for a few hand-selected energetic recruiting firm owners “brainstorming” your business challenges and growth strategies and you theirs.



Platinum Members in Ft Myers FL during Planning Session

It is often said that the teacher learns more than the students. I have found this true in my own participation in these meetings. I always get more insight into my own business by brainstorming the challenges of other businesses!

Additional BONUSES:

- 1) Complimentary VIP Attendance at March’s Recruiting Firm Owner’s Virtual TeleSummit

The Recruiting Industry’s LARGEST Virtual Training Event. You will have VIP Access to the entire 12 session event and all the downloadable recordings! (Value \$497)

- 2) Access to 5 “Recruiting Masters” best techniques!

Mike interviewed 5 Multimillion dollar Big Billers who reveal their secrets on getting retainers, well performing clients, how they keep themselves motivated, and other keys to becoming a Recruiting Industry Big Biller!

(Value \$1,000)

- 3) Private Membership Site

All training calls, transcripts, templates, forms as well as all the coaching calls are stored and sorted for you to be able to easily access them 24 hours a day, 7 days a week!



4) Private Facebook Group

Have a question between calls? No problem! Post it to the private Facebook group where Mike, Kathleen, and the rest of the RecruiterU community can give you their insights and opinions to solve your problem! **(Value \$2,400)**

5) On-Line Metric Reporting Tool (up to 4 users – you can add more at a nominal fee)

This tool (with the accompanied training) is the key to you knowing your KEY METRIC performing indicators that you will allow you to effectively forecast your revenue months out! Again, most of you were taught THE WRONG WAY to track numbers (which is why you probably aren't doing it). This tool makes it simple and only takes 5 minutes a week to use! **(Value \$2,880)**

Email mikeg@therecruiteru.com or call **860-200-7153** with any questions or to enroll.

Disclaimer: Every effort has been made to accurately represent our program and its potential. Any claims made of actual earnings or examples of actual results can be verified upon request. The testimonials and examples used are exceptional results. It doesn't apply to the average purchaser and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that you will earn any money.