



Right now, you're probably asking yourself *"How do I get to where I want to be in my recruiting business?"*

Whether it's 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 reached out to us! This is your moment to OWN IT!!

We are excited to share with you our 12-MONTH PRIVATE COACHING PROGRAM—**IGNITE**—engineered to answer the needs of solo/independent recruiters just like you!

IGNITE is centered on giving YOU highly personalized, private coaching, peer level group coaching and SPECIFIC training for the needs of solo recruiters.

Whether reaching a new level means acquiring more clients, becoming a trusted adviser, making revenue predictable, or getting out of overwhelm, your private coaching sessions will help you get this and more.

You'll complete 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, "stuck", it may cause you to question... *"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 **IGNITE**, together my team and I will hold you as powerful, 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 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!

IGNITE - A Proven Path to 6 Figure Revenue Growth

Is *IGNITE* right for me?



You're passionate about what you do. However, you may be newer to the business or a veteran who has reached a Plateau. You may also be a bit burnt out by all those 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 121 days or less!

IGNITE PRIVATE 1:1 COACHING with KATHLEEN KURKE

Forget cookie cutter approaches! With our private coaching you get personalized mentoring that honors your unique priorities, personality, and strengths. Our expert coaching gives you the opportunity to customize and implement key marketing & business strategies, plus create breakthroughs for you with the personal growth side of running your business. Your Ignite 12 month private coaching program includes 6 private coaching sessions with Kathleen Kurke who billed over \$18,000,000.00 in her career and is a leading industry trainer & coach in her own right.

Additionally, in the months without 1:1 calls or masterminds, Kathleen will have "office hours" for you to call in for private coaching on areas you are stuck, need advice, etc.

IGNITE GROUP COACHING with MIKE GIONTA

12 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 marketing, recruiting, time management, motivation, etc. strategies plus shares his latest mindset strategies to help you stay centered and confident as you grow.



12 Monthly Metrics Group Q&A Coaching Calls

Most recruiters we meet don't track the right metrics, or, bluntly, don't track them at all! 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 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.

"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

IGNITE 14 Module Marketing & Business Building 1st Year Curriculum. ***(Ignite has a 36 month curriculum for those who wish to continue).***

Each Module includes a live training call, MP3 downloadable, transcripts, templates; at approximately 60 minutes each, these are easy to fit into your schedule (and are recorded if you just can't make it!)

In the first month we cover Modules 1 and 2. Starting month 3 we dig into 1 module a month so you can focus and implement without getting overwhelmed. The modules you will work on each month will reflect the area of your desk that you wish to improve upon. You and Kathleen will determine this in your 1:1 coaching call.

The coaching calls guide you through areas you are implementing and getting stuck, refining your technique or even coaching you through client and deal situations. ***All the group coaching calls are recorded and all the training modules are transcribed.***

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 module. 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: ***Learn 3 Strategies for Marketing/Client Development WITHOUT Cold Calling!*** Many of the ways you were taught to develop new clients do NOT work well anymore! After this module, you will have 3 distinct strategies that you can implement immediately to be working on warm leads every day. No more "Hey, do you have any requirements I can help you with today" calls!

Module 3: ***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 call we teach you how to get dozens if not hundreds of names, phone numbers and email addresses from inexpensive outsourced researchers.

Module 4: ***How to Get Exclusives, High Fees and Clients Working with You as a Trusted Adviser.*** Stuck working low fees and with non-responsive clients? Tired of being treated like an annoying vendor who treats you like garbage? In this module we teach you how to take an eloquent search, get HIGHER Fees and significantly better structure to your client follow-up process. The unique search assignment form is also provided.

Module 5: ***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! (We also provide the online metrics tool at NO COST as part of the program!)

Module 6: ***Easy Business Planning Practices for Your Solo Practice.*** You will know EXACTLY, SPECIFICALLY & PRECISELY what to do each quarter, each month, and each week in your business to hit your revenue targets. You don't need an elaborate 53 page plan to run your business. Use our easy PROVEN three page template and exercises.

Module 7: ***Effective Daily/Weekly Planning for the Solo/Independent Recruiter.*** 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... easily, so you can stop figuring out your day when you show up at your desk!

Module 8: ***Time Management for Solo Recruiters.*** Discover where your time is being wasted and eliminate those distractions forever! By using and implementing the strategies in this module you can eliminate from 2 to 5 hours of wasted time each day!

Module 9: ***How to SIGNIFICANTLY Reduce Fall-Offs, Counter Offers, and Offers Turned Down.*** Indecisive Candidates? Clients? Are you losing placements from turn-downs & 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 learn Proper Expectation Setting, Preparation, Debriefs and Closing Techniques that should save at LEAST one deal per Year!

Module 10: ***How to Get Retainers & Engagement Fees.*** The KEY to being a "Trusted Adviser" is being on "their team". When a company invests in you upfront the relationship and the process work MUCH differently! Getting retainers requires a defined sales process you will learn in this module. My experience is MOST recruiters are not doing ANY of this!

Module 11: ***Recruiting Business Analysis and Transformation.*** We often hear "I learn MORE from my mistakes than my successes". In this module you learn a defined framework to look back and do a complete analysis over a period of time, identify what's working and NOT working. This analysis ties in great with your future planning and revenue growth!

Module 12: ***How to Develop Better Habits!*** Lack Discipline? Do you say to yourself or others: "I need more discipline?" Well, you are already 100% disciplined to your existing set of habits! Learn time tested strategies that will--step-by-step-- teach you strategies to develop new and better habits!

Module 13: ***Creating Leverage in Your Recruiting Business.*** How to Use Recruiters (part or full time) to Grow Your Revenues, Increase Time Off WITHOUT Opening an Office!

Module 14: ***Your Next 12 Months...*** You've finished your first year and made some GREAT strides! This module coaches you through planning using all the new systems and strategies you have put into your recruiting practice. Learn how to engineer these into the next 12 months to get you clear on what we need to work on together.

Two Closed Door Mastermind Meetings Per Year

In these offsite two-day meetings we meet as a group to Reflect on your business and Brain Storm your go forward strategies again reinforcing what needs to happen for you to hit both your business and personal objectives. You leave with a detailed plan for your next 6 month period customized to your business!

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.



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!

"When I joined Mike's "Double Your Placements" program he made a promise...'Do exactly what I tell you and you will grow your revenue significantly'.... Mike has delivered on his promise. Mike delivers a step-by-step process and the implementation support to guide you through executing what he teaches. I have been in this business a long time and frankly, I was getting a bit bored and burnt out.

Not only has Mike brought us up to date on the latest ideas and techniques but implementing some of the new strategies Mike introduced has made this business exciting again... I anticipate continued growth in revenue AND I'm having a lot more fun too!" Nick Mancino, Velocity Staffing,

BONUSES:

- 1) **Complimentary VIP Attendance at our Recruiting Firm Owner's 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 as well as the rest of the RecruiterU community can give you their insights and opinions to solve your problem! **(Value \$2,400)**

"I joined Mike Gionta's Solo Coaching Group, because I wanted to learn the structures and ideas used by the best in this industry. Mike delivered that and more. I hit my annual goal in 7 months, making it my best year EVER... with 5 months left to go!

Mike, an expert in the field, led me and our group through the key concepts we needed to implement and provided feedback to keep us on track. I now have the same process and system the most seasoned recruiters use, which allows me to forecast my billings and removes the mystery in the business. My business is now engineered to deliver outstanding service while allowing more time for my family and travel. Mike's program generated these results!

I also can't say enough good things about Mike as a person. He is the definition of integrity: "adherence to moral and ethical principles; soundness of moral character; honesty," and makes working hard fun!" Beth Todd, Todd Legal, Chicago, IL

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.

Kathleen's core expertise is in helping others learn and get things done. Working with others as coach and consultant, she is known for helping her clients build dreams, make plans and execute to create results. Often that means laying out a roadmap, identifying roadblocks and building a detour so the journey is productive.



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.

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.