The slide is decorated with several elements: a bright green abstract shape in the top-left corner; a red abstract shape in the top-right corner; a blue abstract shape in the bottom-left corner; and a large red circle in the bottom-right corner with several bright green diagonal lines crossing it.

SOCIAL POST EXAMPLES AND CHEAT SHEET

HOW TO DEVELOP CONTENT

BUYER PERSONA

- Who are they
- What do they feel
- What are their goals
- What are their challenges/struggles
- What are the current trends in your industry sector?

OUR VALUE

- Why do existing clients buy from us
- Do we have proof
- How do we add value to clients?
 - Sal guide, Commission report, How to interview a rookie guide, How to train a rookie video training session, EVP Doc, LinkedIn branding webinar, Fill more roles in less time webinar, Webinar on how to run a webinar, Podcast

DON'T BE AFRIAD TO SHARE YOUR OPINION!



SHORT FORM CONTENT IDEAS

Your posts should always add value to your network and meet their challenges

3

POSTS A WEEK

INDUSTRY

- What's happening in your industry sector?

RECRUITMENT

- Life at your agency
- Jobs / market intel
- Achievements
- Recruitment tips, tricks, resume writing, interview techniques, applying for roles etc

PERSONAL

- About you
- Passions/interests, challenges, insights, photos



Follow others. Even competitors. See what they are writing about. See what gets engagement. Be part of the conversation and comments. Most of your ideas will come from peers, candidate or clients.

EXAMPLE INDUSTRY POST

Bulletpoints ->

Lucy Whale • You
Developing Exceptional Recruiters - Relationship Mana...
1mo • 🌐

We see a lot of recruitment consultants burn out at this time of the year and it can be tough to see the light at the end of the tunnel.

How do you manage recruitment burnout?

Let's face it, we are heading to the back end of the year (already!?!) after what has been a crazy year post-lockdown.

- ➔ Influx of roles
- ➔ Candidate short market
- ➔ Work dynamic changes
- ➔ Inflation

..... there is a lot going on!

Here are a few ways that I avoid burnouts:

- ★ Gratitude journaling. It's a fluffy one I know but let me tell you...starting my day by acknowledging and writing down 3 things I am grateful has made a massive impact on how I tackle my day.
- ★ Time Management. By setting intention for my day and honouring the time that I put aside for each task really increase my sense of achievement.
- ★ Movement. If I am feeling stagnant or drained, it's probably because my body is! Regular breaks to stretch and move about really helps be refocus and get on with my day.
- ★ A break every QTr. Even if its a long weekend, I find consistent time off to reset and regroup help me come back swinging.

What works for you?

[Hume Scope](#) - 'developing exceptional recruiters'

[#Recruitmentburnout](#) [#Recruitment](#) [#recruitmentconsultant](#) [#recruitmenttraining](#)

👍 Elena Shpak and 24 others 7 comments

👍 Like 💬 Comment ➔ Share ✉ Send

📊 7,716 impressions [View analytics](#)

←..... Hook

←..... Solution to problem

←..... Brand reinforcement

Ask for input ->

Hashtags ->

Headline to reinforce

Image

Link in comments

Don't just chase the likes

Laura Hopes • You
Recruitment Industry Trainer & Adviser
3w • 🌐

It's time for our last free webinar for the year!!! [Ez Khan](#) and I are SO passionate about providing free resources for the recruitment industry, and so we thought we would ...see more

FREE WEBINAR

Join Ez Khan and Laura Hopes (co-founders of Hume Scope), for a free 1 hour live webinar session, where they will take you through how to build your brand on LinkedIn! Between them, Laura & Ez have built multiple businesses, predominantly through their content & social strategy. Join them to find out how!

Friday 14th October
@ 10:00 AM
(Melb/Syd time)

LINKEDIN BRANDING & POSTING

👍👍👍 Michelle Barrett and 17 others 5 comments

🌐 Like 💬 Comment 🔄 Repost ✉ Send

📊 7,407 impressions [View analytics](#)

EXAMPLE PERSONAL POST



Share personal but relay back to professional

Image

Personal

Address problem

Provide value

Hashtags

Yesterday I was talking to my partner Nick about a post I had put up on LI, and he was like 'oh yeah I saw that', and I know for a fact he hadn't liked it. The AUDACITY.

But then I thought, if Nick has seen my post, and he didn't like it, how many clients and candidates have seen my post, and acknowledged it, but didn't like it.

The lesson in this- don't let yourself get caught up in the popularity contest! You will end up tailoring your content for likes and lose your authenticity, or more likely, you will stop posting altogether, thinking that it isn't working.

It is working. LinkedIn is about brand recognition. Yes it would be amazing if everything you posted went viral, but the reality is, lots of people will see your post, and then continue on scrolling. It doesn't mean it hasn't landed and it doesn't mean you aren't developing your brand, association or recognition.

Don't get caught up in the likes, focus on creating content that means something to you and adds value to your audience.

#linkedin #people #brand
Hume Scope

Lucy Whale and 99 others 18 comments

Like Comment Repost Send

10,595 impressions View analytics

EXAMPLE REC POST

Pose question ie hook



Ez Khan • You
MD @ Spencer Lane & Hume Scope - Recruiting and ...
1mo • Edited •

How do you go from Marketing Specialist to Marketing Manager? Our latest podcast guest [Fenella Brown](#) shares her career journey to date from broader more generalist roles, to her first leadership role.

Fenella shares how she was hit with the challenge that many people face - getting turned down for leadership roles because she didn't have people leadership experience.

But how do you get the experience if no one will give you a shot?

The way in which Fenella tackled this challenge is really interesting and valuable to anyone who has ever received this type of feedback.

She talks in detail about the approach she took, and how it has now paid dividends for her.

Thanks so much for coming on the podcast Fenella!

Link to full episode in comments!

[#marketingcareers](#) [#communications](#) [#marketing](#)
[#marketingrecruitment](#) [#leadership](#) [#career](#)

Fenella Brown Emma Graham

My advice to anyone particularly

Emma Graham and 12 others 2 comments

Like Comment Share Send

1,992 impressions View analytics

Link in comments for algorithm



Video snippet to encourage engagement



Don't focus on likes. Only 12 likes but 397 views of video. People tend not to like videos but they watch them. Youtube/TV phenomenon



Post analytics

Ez Khan posted this • 1mo

How do you go from Marketing Specialist to Marketing Manager? Our latest podcast guest [Fenella Brown](#) shares her career journey to date from brc ...show more

Discovery

1,993 Impressions

Engagements

Reactions 13 →

Comments 2 →

Shares 0 →

Video performance

397 Views	363 Viewers	131.6 Minutes viewed
-----------	-------------	----------------------

Video viewer demographics

Job titles ▾

- Recruiter - 14.9%
- Salesperson - 9.6%
- Marketing Specialist - 8.5%
- Consultant - 6.6%
- Founder - 6.3%

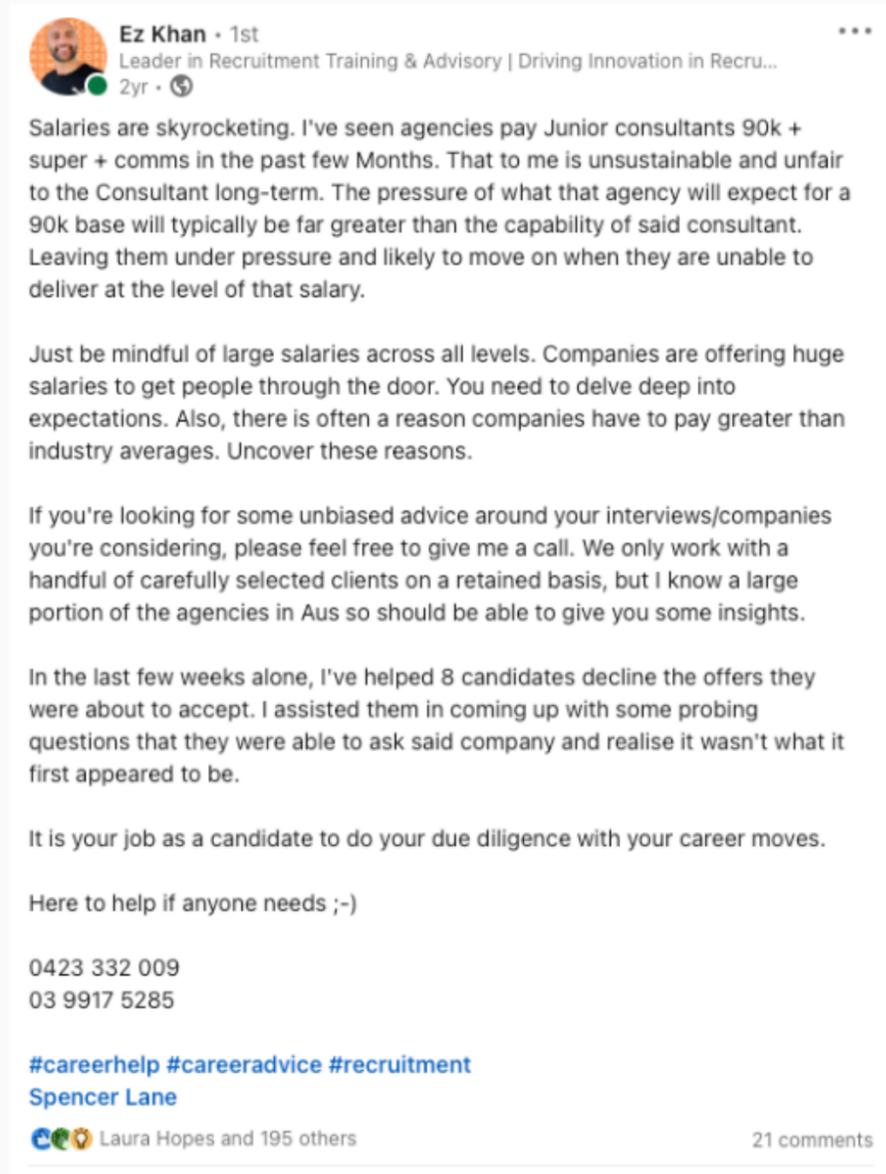
Show all →

MORE SOCIAL POST EXAMPLES

Click photos to get to original post

 195

 21



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 

Salaries are skyrocketing. I've seen agencies pay Junior consultants 90k + super + comms in the past few Months. That to me is unsustainable and unfair to the Consultant long-term. The pressure of what that agency will expect for a 90k base will typically be far greater than the capability of said consultant. Leaving them under pressure and likely to move on when they are unable to deliver at the level of that salary.

Just be mindful of large salaries across all levels. Companies are offering huge salaries to get people through the door. You need to delve deep into expectations. Also, there is often a reason companies have to pay greater than industry averages. Uncover these reasons.

If you're looking for some unbiased advice around your interviews/companies you're considering, please feel free to give me a call. We only work with a handful of carefully selected clients on a retained basis, but I know a large portion of the agencies in Aus so should be able to give you some insights.

In the last few weeks alone, I've helped 8 candidates decline the offers they were about to accept. I assisted them in coming up with some probing questions that they were able to ask said company and realise it wasn't what it first appeared to be.

It is your job as a candidate to do your due diligence with your career moves.

Here to help if anyone needs ;-)

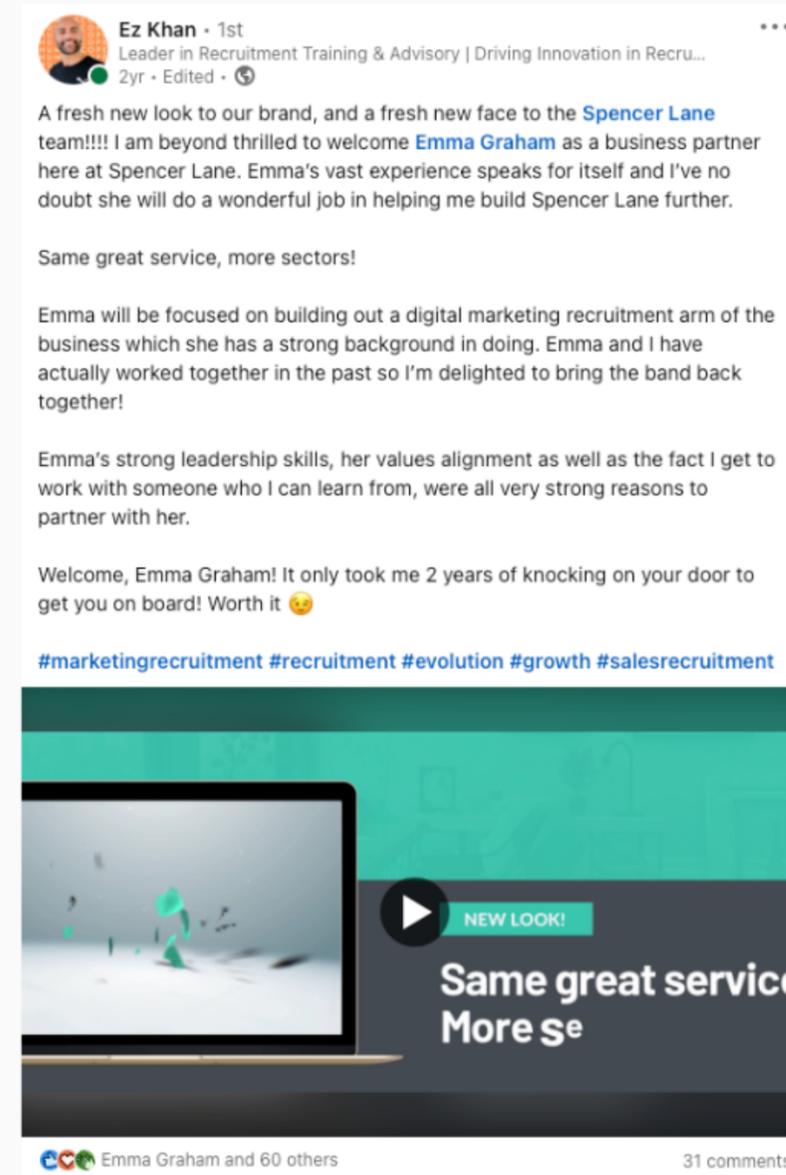
0423 332 009
03 9917 5285

[#careerhelp](#) [#careeradvice](#) [#recruitment](#)
[Spencer Lane](#)

 Laura Hopes and 195 others 21 comments

 80

 31



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · Edited · 

A fresh new look to our brand, and a fresh new face to the [Spencer Lane](#) team!!!! I am beyond thrilled to welcome [Emma Graham](#) as a business partner here at Spencer Lane. Emma's vast experience speaks for itself and I've no doubt she will do a wonderful job in helping me build Spencer Lane further.

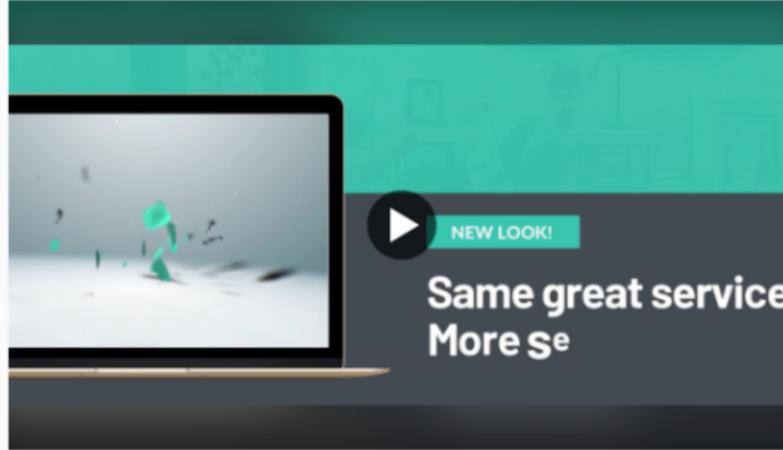
Same great service, more sectors!

Emma will be focused on building out a digital marketing recruitment arm of the business which she has a strong background in doing. Emma and I have actually worked together in the past so I'm delighted to bring the band back together!

Emma's strong leadership skills, her values alignment as well as the fact I get to work with someone who I can learn from, were all very strong reasons to partner with her.

Welcome, Emma Graham! It only took me 2 years of knocking on your door to get you on board! Worth it 😊

[#marketingrecruitment](#) [#recruitment](#) [#evolution](#) [#growth](#) [#salesrecruitment](#)



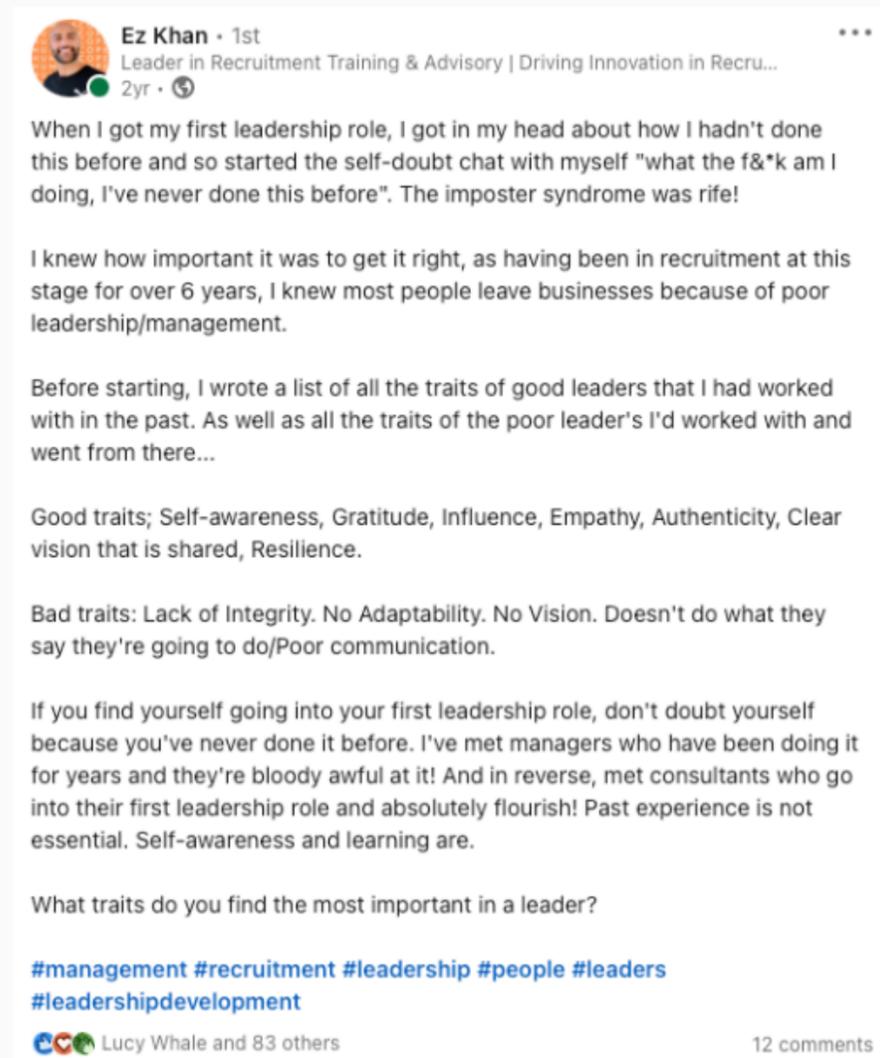
 Emma Graham and 60 others 31 comments

MORE SOCIAL POST EXAMPLES

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 83

 12



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 

When I got my first leadership role, I got in my head about how I hadn't done this before and so started the self-doubt chat with myself "what the f&*k am I doing, I've never done this before". The imposter syndrome was rife!

I knew how important it was to get it right, as having been in recruitment at this stage for over 6 years, I knew most people leave businesses because of poor leadership/management.

Before starting, I wrote a list of all the traits of good leaders that I had worked with in the past. As well as all the traits of the poor leader's I'd worked with and went from there...

Good traits; Self-awareness, Gratitude, Influence, Empathy, Authenticity, Clear vision that is shared, Resilience.

Bad traits: Lack of Integrity. No Adaptability. No Vision. Doesn't do what they say they're going to do/Poor communication.

If you find yourself going into your first leadership role, don't doubt yourself because you've never done it before. I've met managers who have been doing it for years and they're bloody awful at it! And in reverse, met consultants who go into their first leadership role and absolutely flourish! Past experience is not essential. Self-awareness and learning are.

What traits do you find the most important in a leader?

[#management](#) [#recruitment](#) [#leadership](#) [#people](#) [#leaders](#)
[#leadershipdevelopment](#)

 Lucy Whale and 83 others 12 comments



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 

For all my British connections out there, that are feeling a bit homesick (like me). Go get yourself online to this great store (link in comments) that has all of the British faves! Apologies in advance, I think I've just ordered all of their remaining space raiders! (If you know, you know).

Happy online shopping!



ONLY 20p!
SPACE RAIDERS
PICKLED ONION

Each pack contains: 100g, 50g, 25g, 10g, 5g
Flavour: Cosmic Onion Sauce

 Laura Hopes and 86 others 66 comments

 86

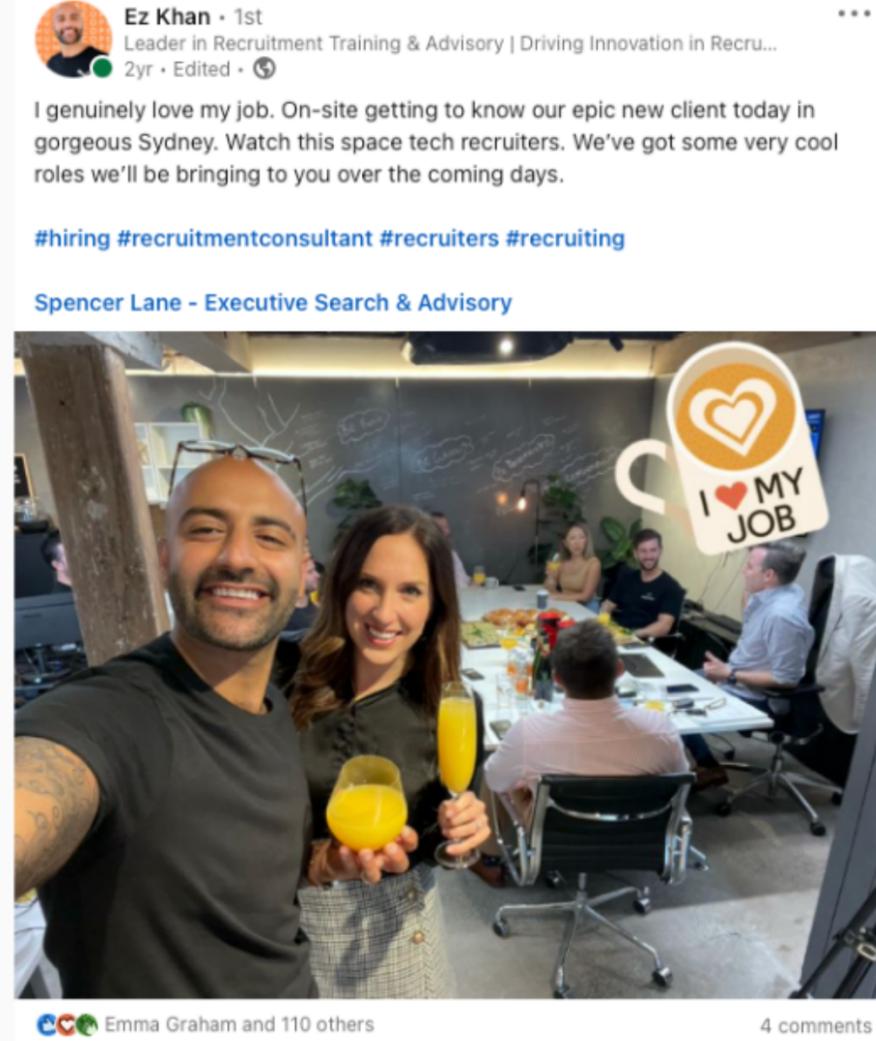
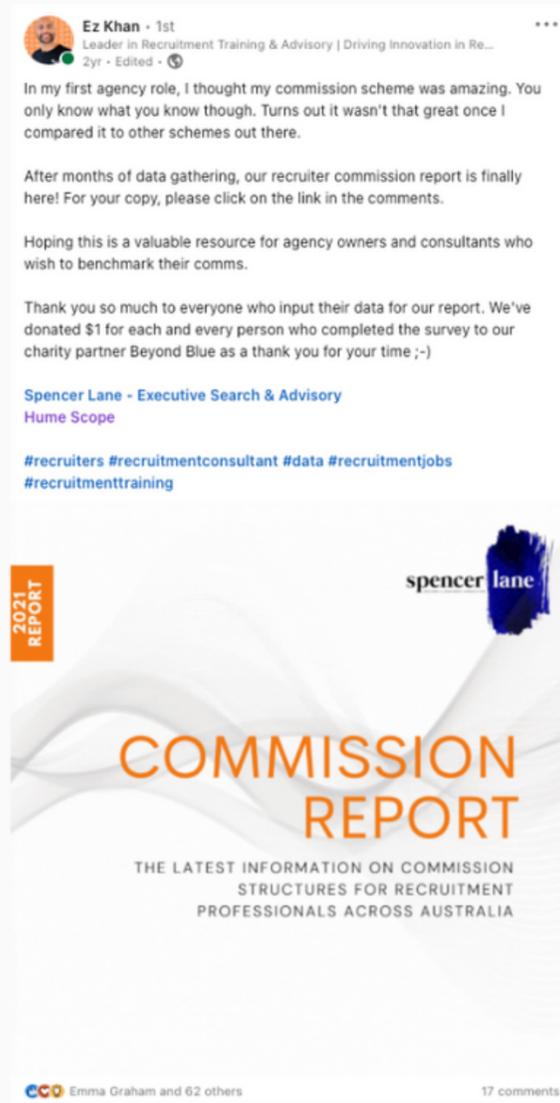
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 62

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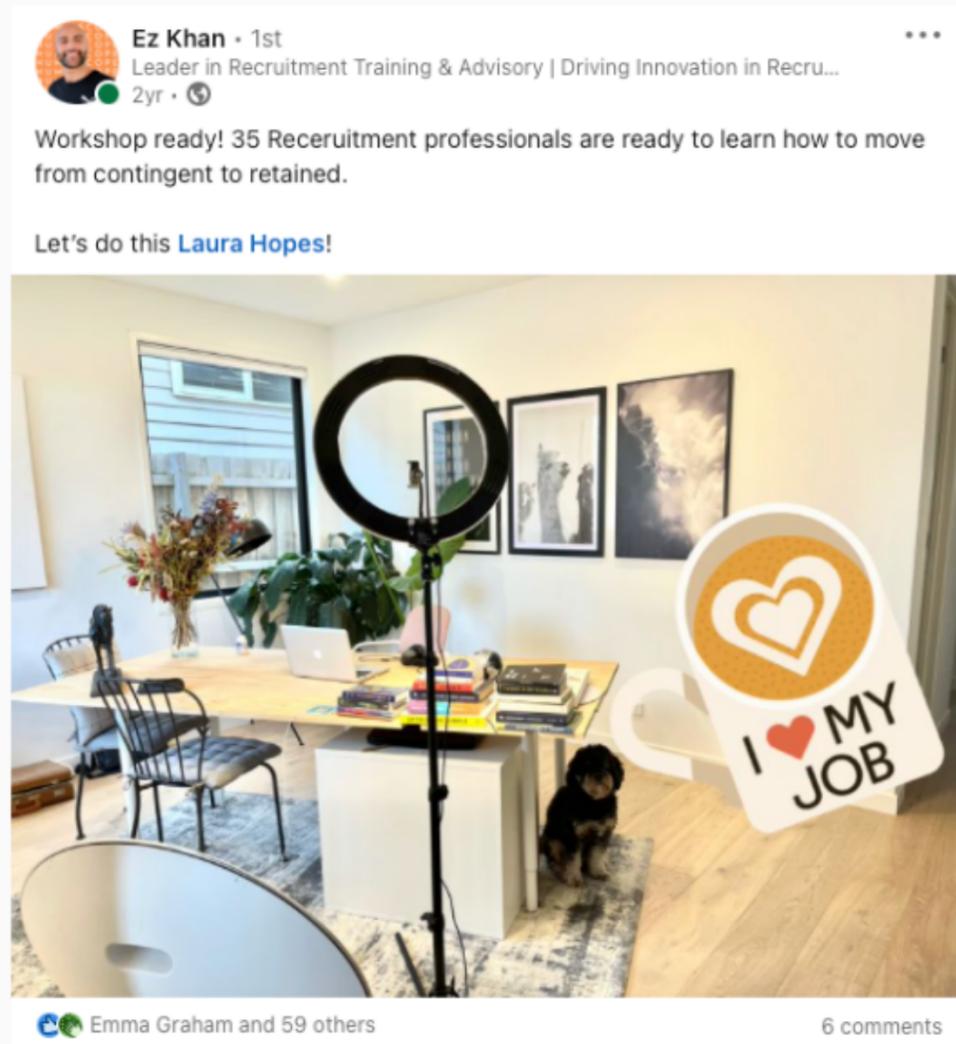


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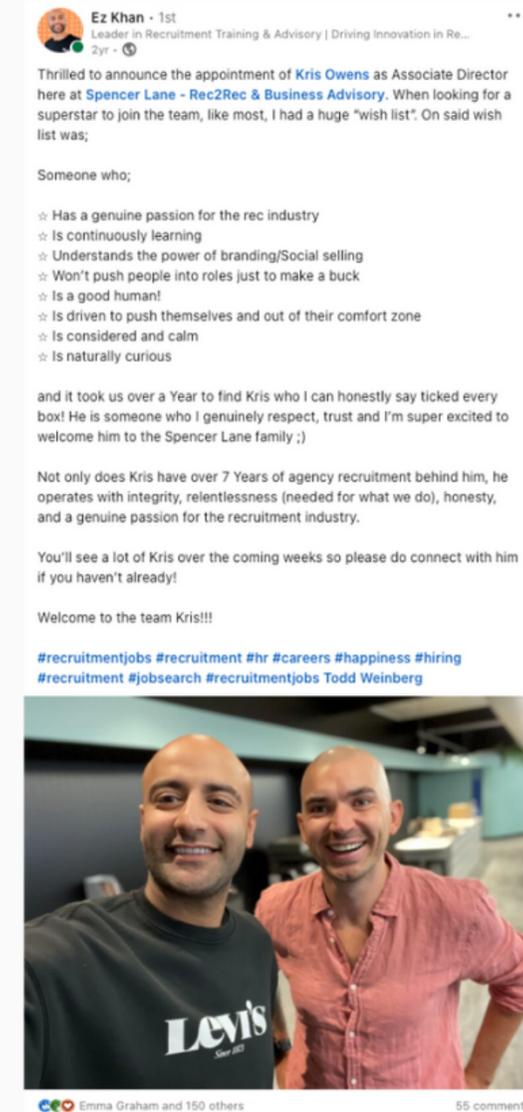
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👍 59

💬 6



👍 150

💬 55

MORE SOCIAL POST EXAMPLES

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Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

Here we go again! 3 days WFH. As someone who prefers the office, it's a pain in the %\$*#, BUT, there are positives to every knock. Such as our company mascot, Spencer, as my work buddy for the day. See you all in the city on Thursday! I for one can't wait ;-)

[Spencer Lane - Rec2Rec & Business Advisory](#)

[#recruitmentjobs](#) [#r2r](#) [#rec2rec](#) [#recruitment2recruitment](#) [#recruitmentconsultant](#) [#wfh](#)



16 comments

👍 94

💬 16

Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovatio...
2yr · 🌐

A question I always ask myself in business - "How can I help my community".

A lot of us are feeling a bit flat this year, so when talking with my business partner [Laura Hopes](#) about how we could help, we figured we could provide our community with a FREE Wellness program.

At [Hume Scope](#) we are super passionate about health and wellbeing, gratitude, the power of meditation and COMMUNITY.

Join us for the next 12 weeks for monthly meditations and goal setting sessions, tips and tricks to inspire your wellness journey and connect with your fellow recruitment buddies to keep you inspired and accountable.

This is completely FREE to all Recruitment professionals who want to be the best version of themselves this year, and find more zen after the madness of 2020.

Comment below and we will invite you to our Whatsapp group- our first session kicks off on Friday!

Who's in?!

[#management](#) [#careers](#) [#socialnetworking](#) [#motivation](#) [#personaldevelopment](#) [#education](#) [#productivity](#) [#whatspiresme](#) [#gettingthingsdone](#)



40 comments

👍 53

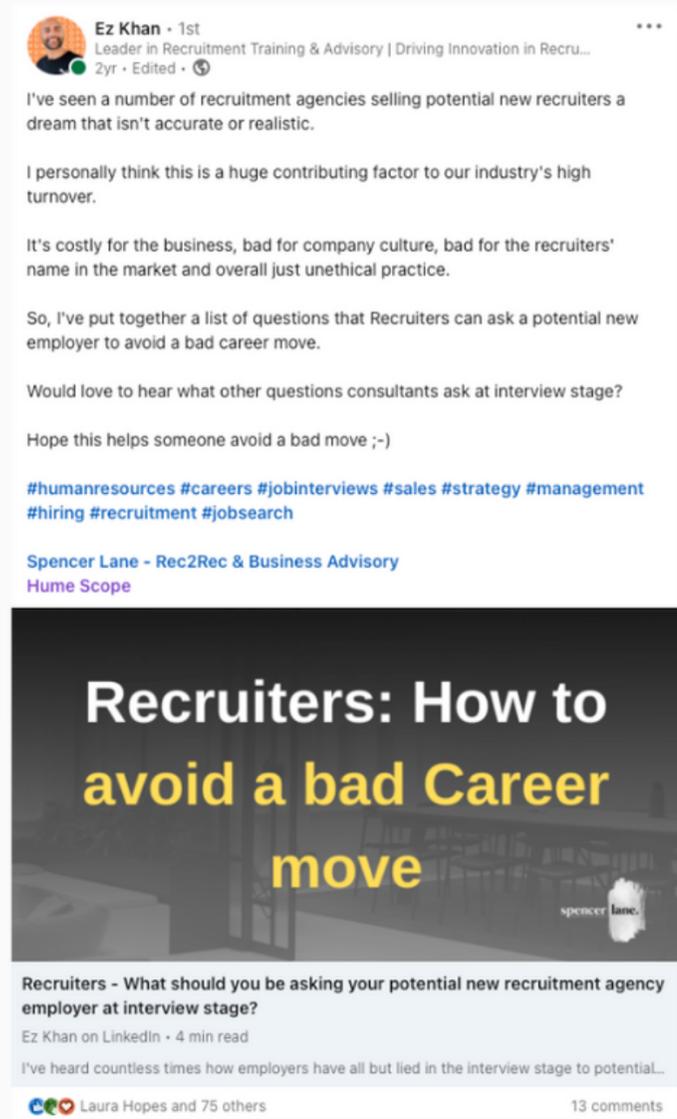
💬 40

MORE SOCIAL POST EXAMPLES

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 75

 13



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · Edited · 🌐

I've seen a number of recruitment agencies selling potential new recruiters a dream that isn't accurate or realistic.

I personally think this is a huge contributing factor to our industry's high turnover.

It's costly for the business, bad for company culture, bad for the recruiters' name in the market and overall just unethical practice.

So, I've put together a list of questions that Recruiters can ask a potential new employer to avoid a bad career move.

Would love to hear what other questions consultants ask at interview stage?

Hope this helps someone avoid a bad move :-)

[#humanresources](#) [#careers](#) [#jobinterviews](#) [#sales](#) [#strategy](#) [#management](#) [#hiring](#) [#recruitment](#) [#jobsearch](#)

[Spencer Lane - Rec2Rec & Business Advisory](#)
[Hume Scope](#)

Recruiters: How to avoid a bad Career move

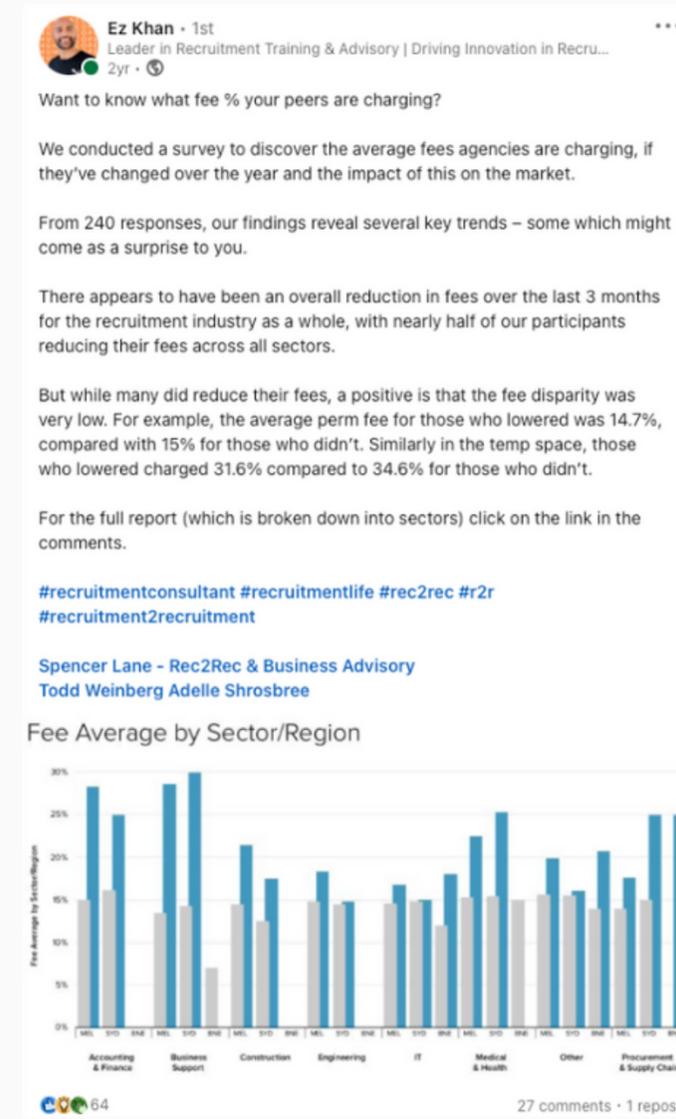
Recruiters - What should you be asking your potential new recruitment agency employer at interview stage?
Ez Khan on LinkedIn · 4 min read

I've heard countless times how employers have all but lied in the interview stage to potential...

 Laura Hopes and 75 others 13 comments

 64

 27



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

Want to know what fee % your peers are charging?

We conducted a survey to discover the average fees agencies are charging, if they've changed over the year and the impact of this on the market.

From 240 responses, our findings reveal several key trends – some which might come as a surprise to you.

There appears to have been an overall reduction in fees over the last 3 months for the recruitment industry as a whole, with nearly half of our participants reducing their fees across all sectors.

But while many did reduce their fees, a positive is that the fee disparity was very low. For example, the average perm fee for those who lowered was 14.7%, compared with 15% for those who didn't. Similarly in the temp space, those who lowered charged 31.6% compared to 34.6% for those who didn't.

For the full report (which is broken down into sectors) click on the link in the comments.

[#recruitmentconsultant](#) [#recruitmentlife](#) [#rec2rec](#) [#r2r](#) [#recruitment2recruitment](#)

[Spencer Lane - Rec2Rec & Business Advisory](#)
[Todd Weinberg](#) [Adelle Shrosbree](#)

Fee Average by Sector/Region

Sector/Region	Fee Average (%)
Accounting & Finance	28%
Business Support	25%
Construction	22%
Engineering	18%
IT	15%
Medical & Health	20%
Other	18%
Procurement & Supply Chain	25%

 64 27 comments · 1 repost

MORE SOCIAL POST EXAMPLES

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Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

Primed and ready for the [RCSA Australia and New Zealand](#) online end of year celebration 🍷🍷🍷🍷. After the Year we've all had, it's well deserved.

Thanks for putting it on team [RCSA Australia and New Zealand](#) and for sending us our awesome "Recruitini" cocktail kits. Great touch!

[Rachael Fisher \(She/Her\)](#) [Mark Louwen](#) [Charles Cameron](#) [Jodie Radley](#)



👍 86
💬 5

86 5 comments

Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

WE DID IT!!! 🏆🏆🏆🏆🏆 Last Saturday, myself & 15 recruitment superstars ran 60k's in [Spencer Lane - Rec2Rec & Business Advisory's](#) "world around Melbourne" baton fundraiser race.

Our goal was to raise \$15,000 for [Beyond Blue](#) (so far we've gotten to \$14,251). We're not done yet! There's still time to help us get to our \$15k goal. Link to donate in comments ;)

Thanks to our amazing runners;

[Jesse Bonnici](#) - Pace Appointments (VIC) Pty Ltd
[Leanne O'Connor](#) - Natural Selection Group (Australia)
[Elton Kelly](#) - Natural Selection Group (Australia)
[Harry Barker](#) - FourQuarters Recruitment
[Aaron McIntosh](#) - Bullhorn
[Bart Wolkowski](#) - Redwolf + Rosch
[Jarrod Withington](#) - Redwolf + Rosch
[Charles Cameron](#) - RCSA Australia and New Zealand
[Rafael Moyano](#)
[Lucy Sharp](#) - Adecco
[Daniel Close](#) - Sharp & Carter
[Jacob Scott](#) - Sharp & Carter
[Erin Devlin](#) - people2people
[Stuart Campbell](#) - JV Recruitment Pty Ltd
[James Farrey](#) - Just Digital People

[#recruitmentconsultant](#) [#hr](#) [#rec2rec](#) [#worldaroundmelbourne](#)



👍 164
💬 46

164 45 comments · 4 reposts

MORE SOCIAL POST EXAMPLES

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👍 52

💬 20

Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

Tomorrow is the day! Myself & 14 Recruitment superstars will be running 60km's to raise much needed funds for [Beyond Blue](#). We're genuinely SOOOO grateful to everyone who has donated and gotten us to the \$12,000 mark. We're not far from our \$15,000 fundraising target and with your help we can get there ;-)

Please donate whatever you can. Even if it's a few Dollars, it all helps.

So proud to be part of the recruitment industry, who have shown an incredible amount of generosity!

Link to donate in comments ;-)

[Spencer Lane - Rec2Rec & Business Advisory](#)

[#recruitmentconsultant](#) [#recruitmentindustry](#) [#fundraising](#)
[#mentalhealthatwork](#) [#mentalhealthsupport](#)

Spencer Lane's Fundraising Update

World around RELAY MELBOURNE

DATE: Sat 21st Nov
FUNDRAISING LINK: give.everydayhero.com/au/ez-1

spencer lane Beyond Blue

TARGET \$15,000

\$14,000
\$12,000
\$10,000
\$8,000
\$6,000
\$4,000
\$2,000

👍❤️ 52 20 comments · 1 repost

Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

Last Thursday I had one of those days. If you're a recruiter, you'll know. Everything was piling up, couldn't get hold of candidates or clients, interview feedback wasn't forthcoming, candidates ghosting... You get the jist....

The amazing [Helena Nield-Dumper](#), out of the blue, offered me a free mindfulness session to say thank you for a project we'd worked on. It came at exactly the right time! After a 10 hour work day, I settled in for a call with Helena and 20 minutes later, I got my clarity of thought back, my motivation and overall felt calm.

Thank's so much Helena! I genuinely believe every agency should have access to someone like you. We all know how tough recruitment can be, and a 20 minute session to reset and recoup helped my performance and no doubt would for others too.

Looking forward to reading your book 📖 For anyone interested in it, I'll pop the link to Helena's book in the comments.

[#recruitmentconsultant](#) [#r2r](#) [#recruitment](#) [#mindfulness](#) [#selfcare](#)

🌐 Laura Hopes and 62 others 5 comments

👍 62

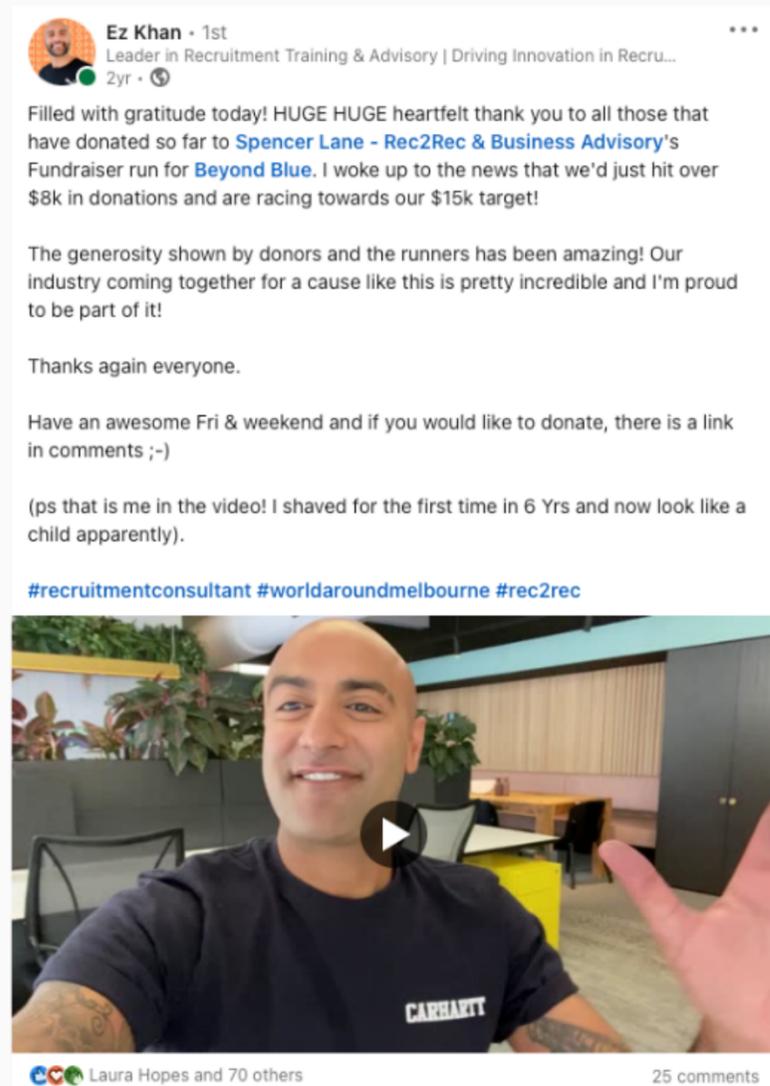
💬 2

MORE SOCIAL POST EXAMPLES

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 70

 25



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

Filled with gratitude today! HUGE HUGE heartfelt thank you to all those that have donated so far to [Spencer Lane - Rec2Rec & Business Advisory's](#) Fundraiser run for [Beyond Blue](#). I woke up to the news that we'd just hit over \$8k in donations and are racing towards our \$15k target!

The generosity shown by donors and the runners has been amazing! Our industry coming together for a cause like this is pretty incredible and I'm proud to be part of it!

Thanks again everyone.

Have an awesome Fri & weekend and if you would like to donate, there is a link in comments ;-)

(ps that is me in the video! I shaved for the first time in 6 Yrs and now look like a child apparently).

[#recruitmentconsultant](#) [#worldaroundmelbourne](#) [#rec2rec](#)



  Laura Hopes and 70 others 25 comments

 136

 43



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr · 🌐

"Retained work is only available for those recruiting senior level positions"

Something I would often tell myself when I was working contingent jobs years ago.

It's such a common misconception though.

I just placed a retained role which was for a Consultant level role paying 65k. So it's not just for the super senior roles. In fact, I've never ever worked contingent jobs at Spencer Lane. We're exclusively retained.

Retained work is simply smart business and clients need to be educated on the benefits of it. Of which there are SOOOO many!

You get paid for the work you do. The client gets your unwavering commitment to filling the role. Win win.

Thinking of doing a webinar on how I built my business on retained work only... Would you guys be interested?

[#r2r](#) [#recruitmentconsultant](#) [#recruitmentjobs](#)

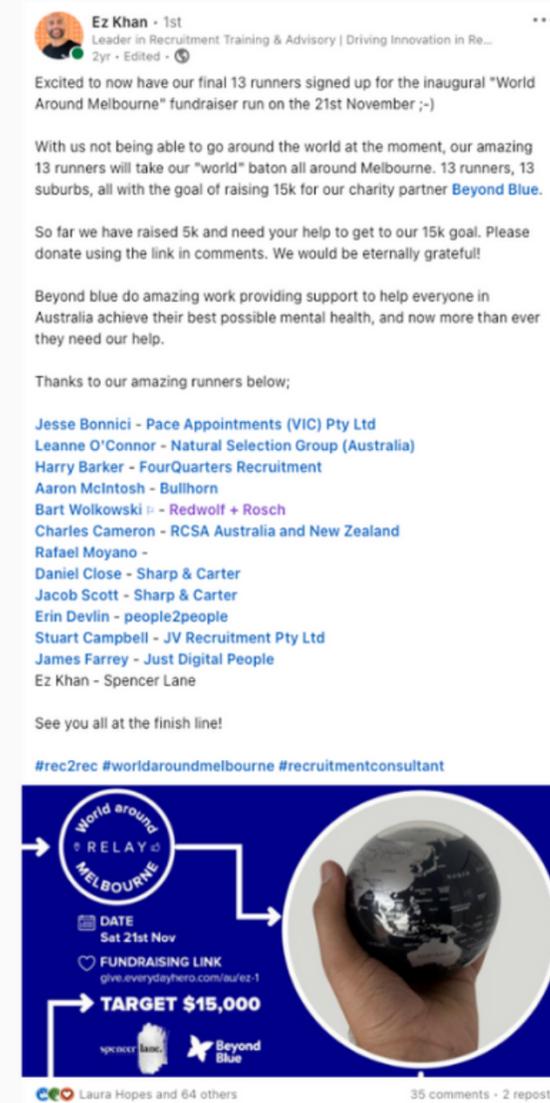
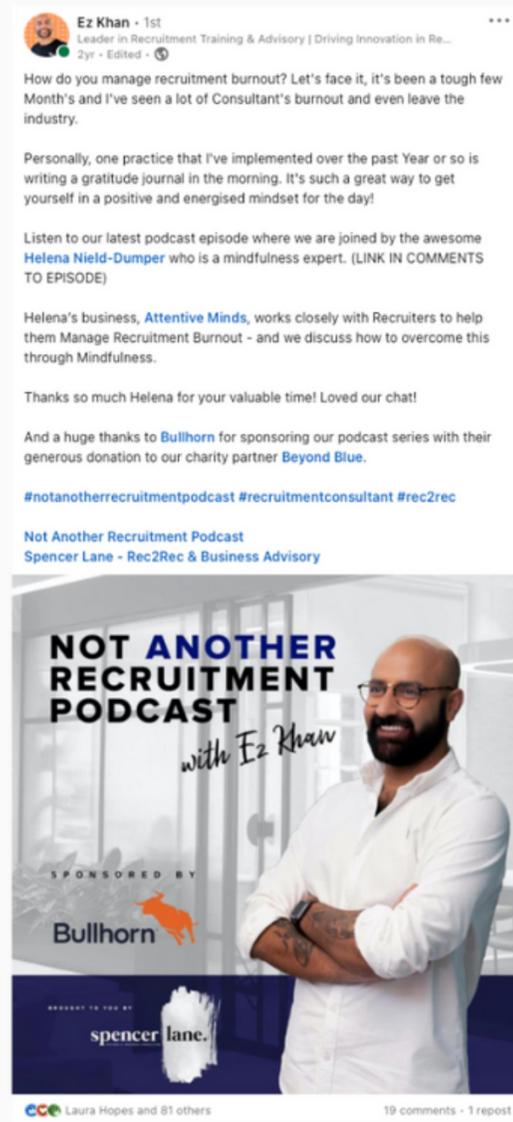
  Laura Hopes and 136 others 43 comments · 1 repost

MORE SOCIAL POST EXAMPLES

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 81

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 64

 35

MORE SOCIAL POST EXAMPLES

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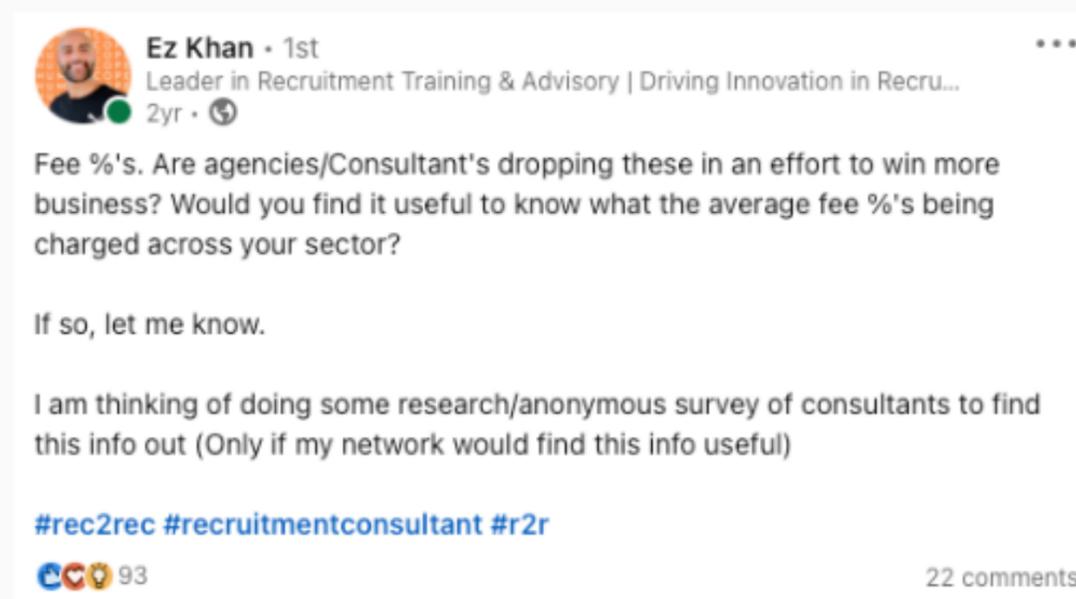
 73

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 217

 82



 93

 22

MORE SOCIAL POST EXAMPLES

Click photos to get to original post

 273

 64



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
3yr · 🌐

Has anyone else done this? I realised yesterday that for the past Month, I've not had a single weekday evening off. Instead I've worked through most evenings and if I haven't worked through, I've been thinking about work. It's not great for mental wellbeing and I'm going to do something about it before I burn out.

I'm sure I'm not the only one who has overworked themselves throughout lockdown....

So, from today, for the next 4 weeks, I am switching my PC off at 6pm, having my usual morning workout before work, an hour lunch break (even if it is just a walk around port Melbourne) and making sure I carve out evenings for myself and not consumed with work.

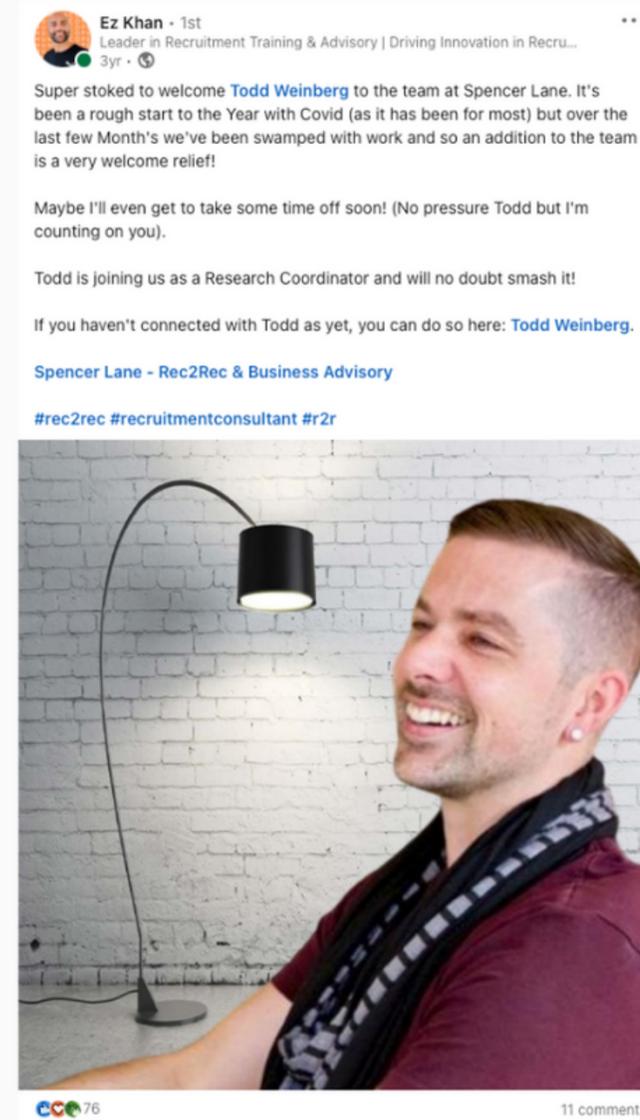
I'm pretty sure this will make me, my partner, candidates and clients much happier when they're dealing with someone who has had a good balance at work and can work at 100!

Work life balance isn't just being able to work from home. It's not working from home.

[#rec2rec](#) [#r2r](#) [#recruitmentconsultant](#)
[Spencer Lane - Rec2Rec & Business Advisory](#)

  273

64 comments · 3 reposts



Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
3yr · 🌐

Super stoked to welcome [Todd Weinberg](#) to the team at Spencer Lane. It's been a rough start to the Year with Covid (as it has been for most) but over the last few Month's we've been swamped with work and so an addition to the team is a very welcome relief!

Maybe I'll even get to take some time off soon! (No pressure Todd but I'm counting on you).

Todd is joining us as a Research Coordinator and will no doubt smash it!

If you haven't connected with Todd as yet, you can do so here: [Todd Weinberg](#).

[Spencer Lane - Rec2Rec & Business Advisory](#)

[#rec2rec](#) [#recruitmentconsultant](#) [#r2r](#)



  76

11 comments

 76

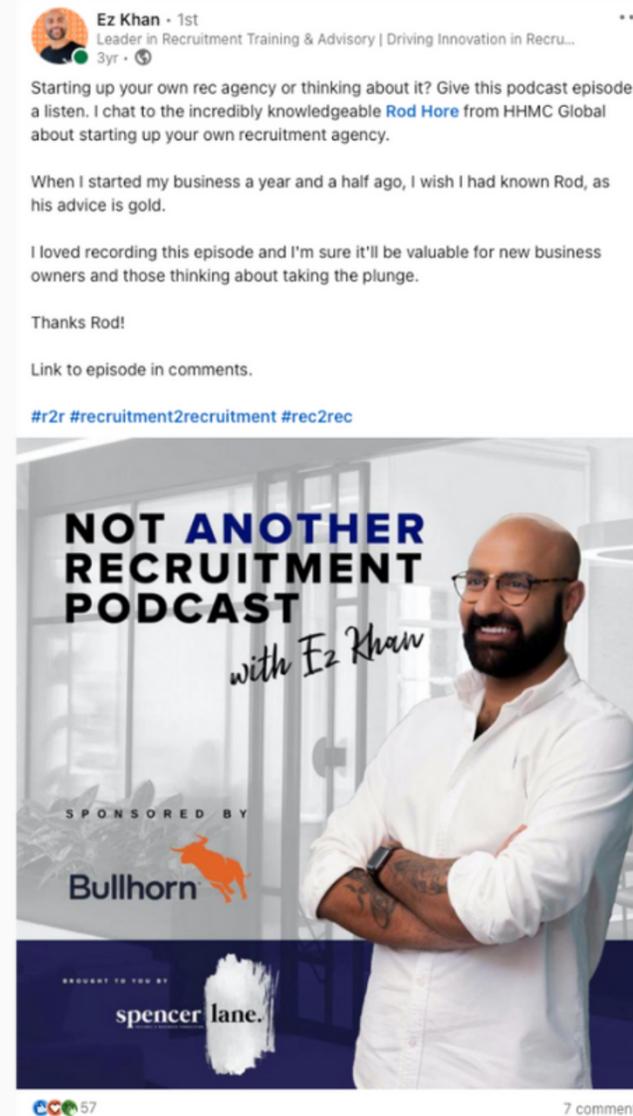
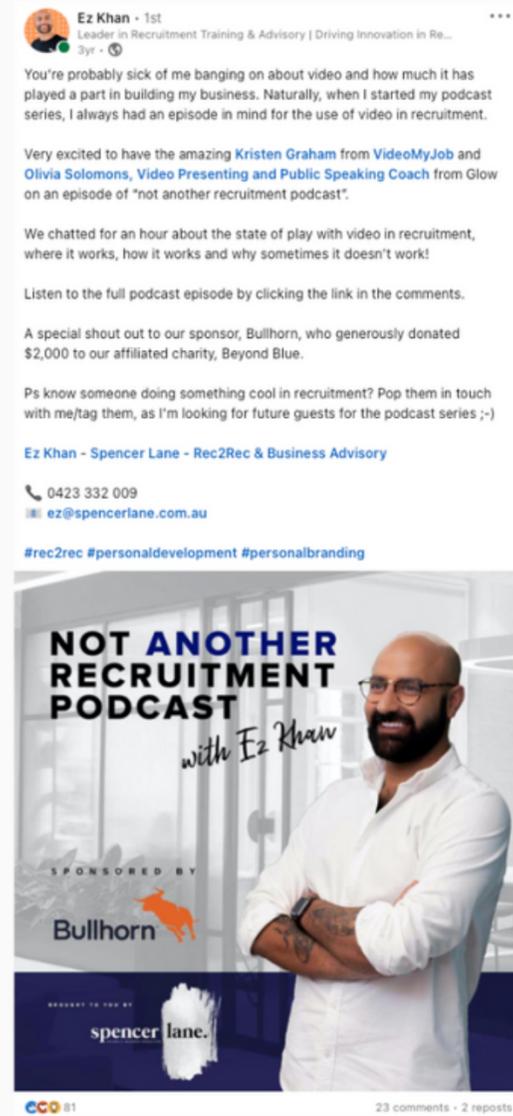
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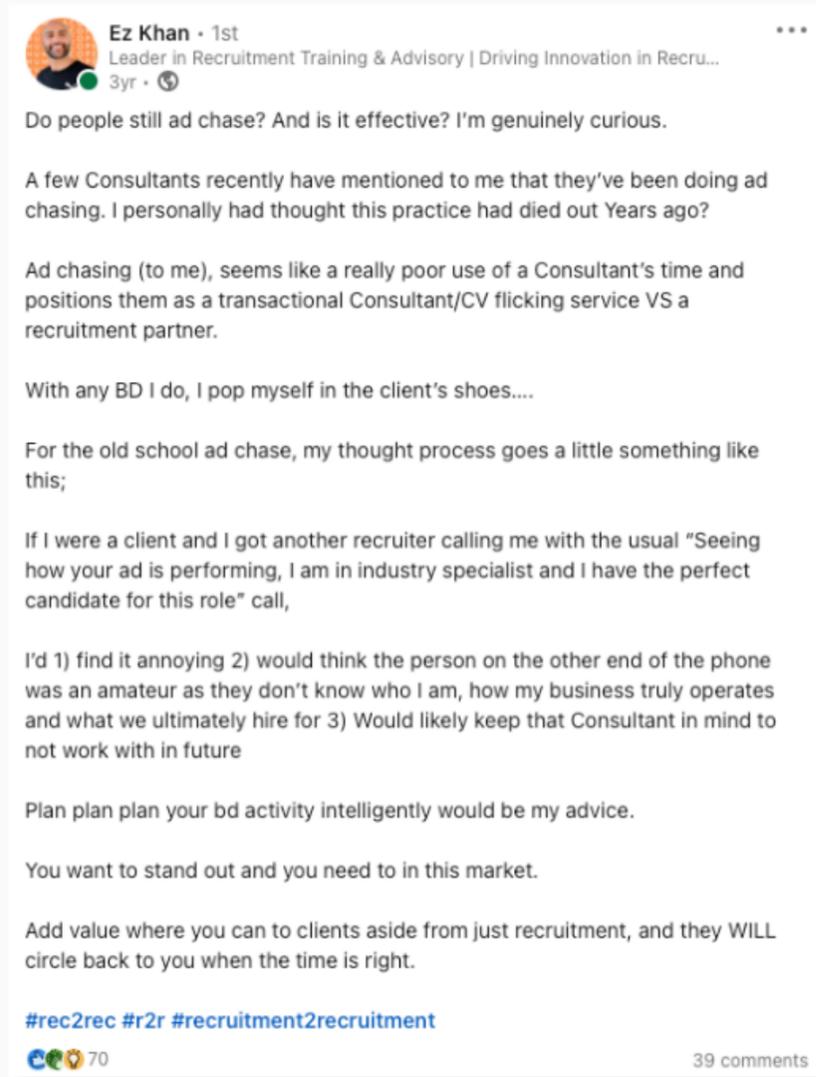
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Ez Khan · 1st
Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
3yr · 

Do people still ad chase? And is it effective? I'm genuinely curious.

A few Consultants recently have mentioned to me that they've been doing ad chasing. I personally had thought this practice had died out Years ago?

Ad chasing (to me), seems like a really poor use of a Consultant's time and positions them as a transactional Consultant/CV flicking service VS a recruitment partner.

With any BD I do, I pop myself in the client's shoes....

For the old school ad chase, my thought process goes a little something like this;

If I were a client and I got another recruiter calling me with the usual "Seeing how your ad is performing, I am in industry specialist and I have the perfect candidate for this role" call,

I'd 1) find it annoying 2) would think the person on the other end of the phone was an amateur as they don't know who I am, how my business truly operates and what we ultimately hire for 3) Would likely keep that Consultant in mind to not work with in future

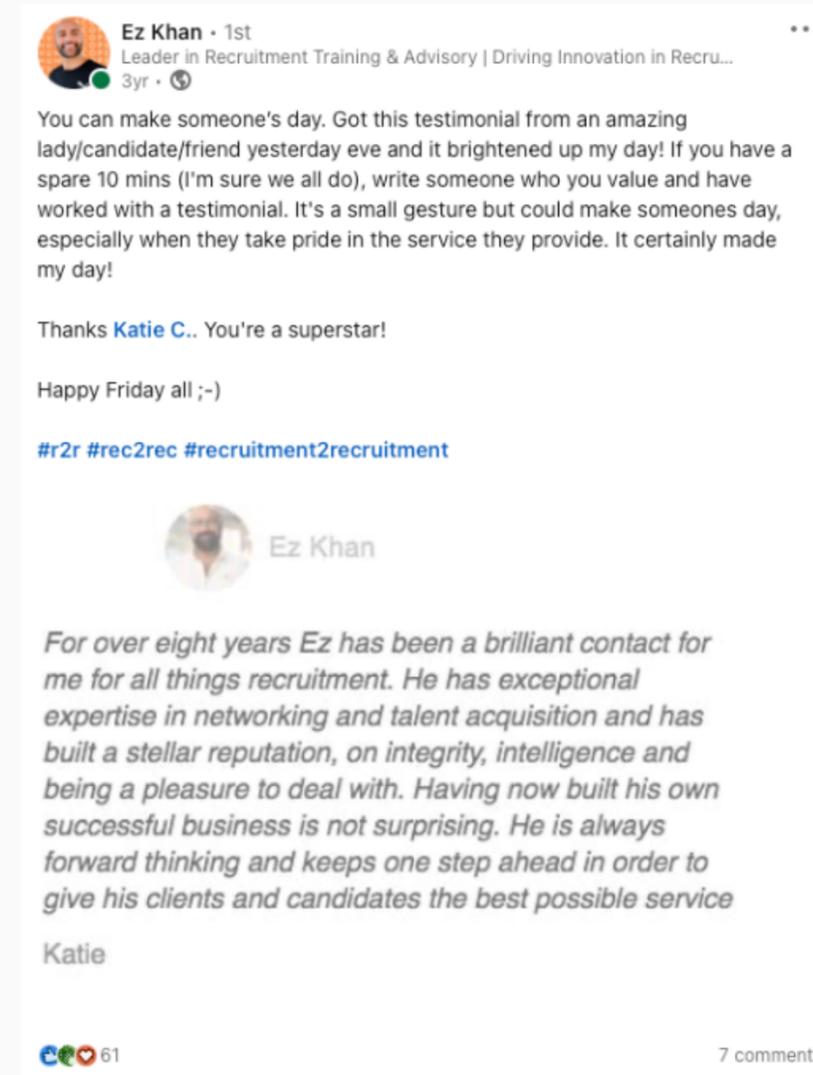
Plan plan plan your bd activity intelligently would be my advice.

You want to stand out and you need to in this market.

Add value where you can to clients aside from just recruitment, and they WILL circle back to you when the time is right.

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  70 39 comments



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You can make someone's day. Got this testimonial from an amazing lady/candidate/friend yesterday eve and it brightened up my day! If you have a spare 10 mins (I'm sure we all do), write someone who you value and have worked with a testimonial. It's a small gesture but could make someones day, especially when they take pride in the service they provide. It certainly made my day!

Thanks [Katie C.](#) You're a superstar!

Happy Friday all ;-)

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 **Ez Khan**

For over eight years Ez has been a brilliant contact for me for all things recruitment. He has exceptional expertise in networking and talent acquisition and has built a stellar reputation, on integrity, intelligence and being a pleasure to deal with. Having now built his own successful business is not surprising. He is always forward thinking and keeps one step ahead in order to give his clients and candidates the best possible service

Katie

  61 7 comments

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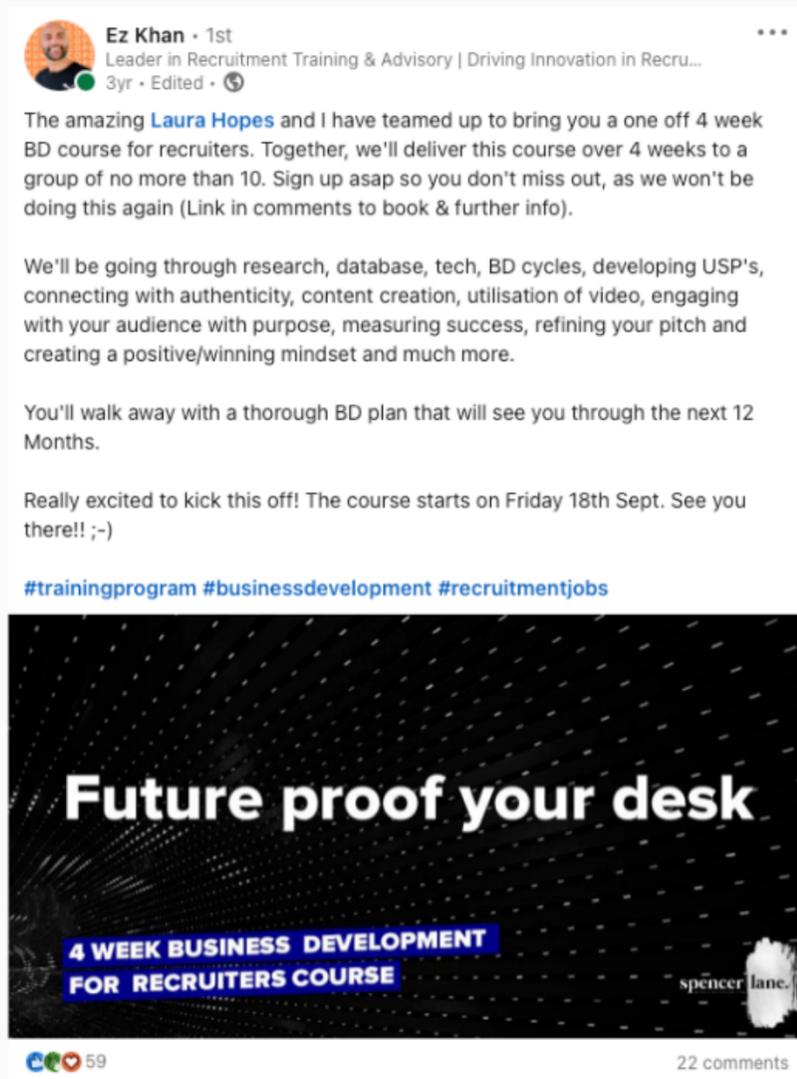
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The amazing [Laura Hopes](#) and I have teamed up to bring you a one off 4 week BD course for recruiters. Together, we'll deliver this course over 4 weeks to a group of no more than 10. Sign up asap so you don't miss out, as we won't be doing this again (Link in comments to book & further info).

We'll be going through research, database, tech, BD cycles, developing USP's, connecting with authenticity, content creation, utilisation of video, engaging with your audience with purpose, measuring success, refining your pitch and creating a positive/winning mindset and much more.

You'll walk away with a thorough BD plan that will see you through the next 12 Months.

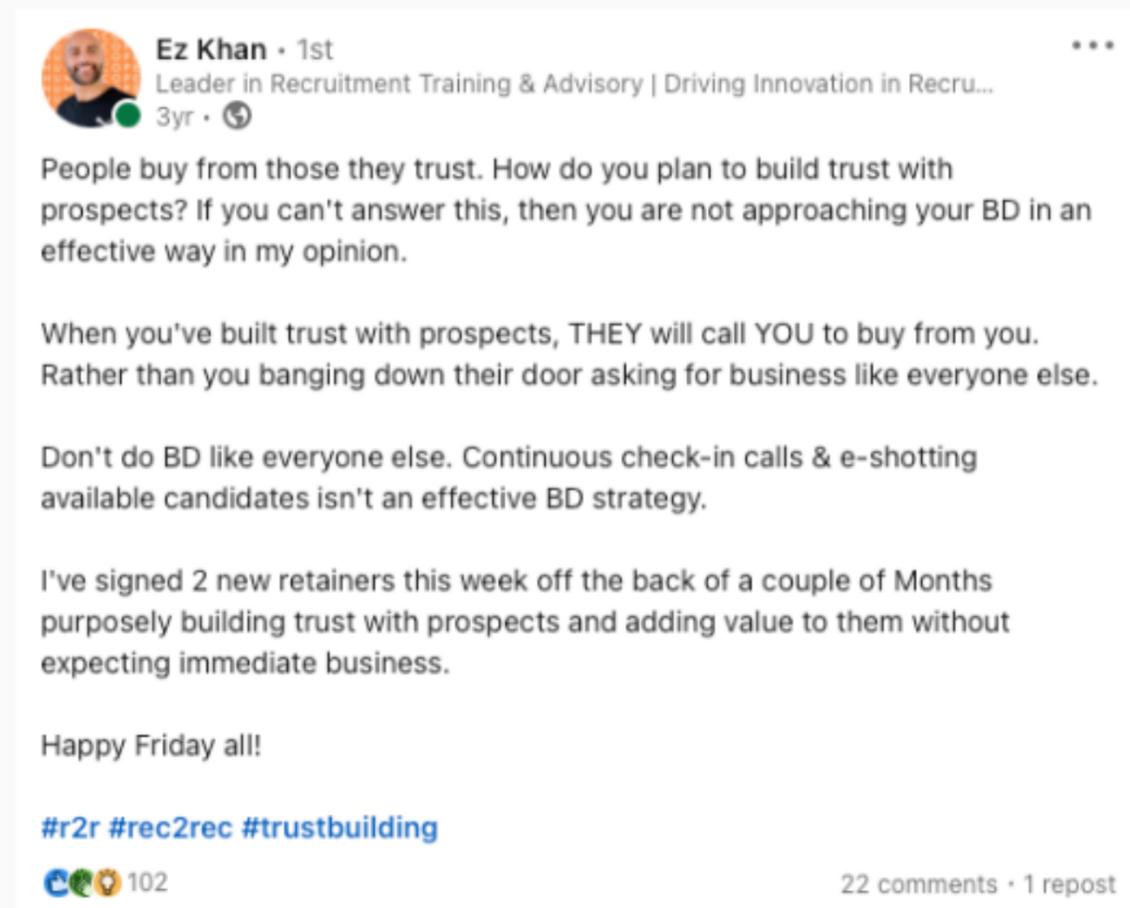
Really excited to kick this off! The course starts on Friday 18th Sept. See you there!! ;-)

[#trainingprogram](#) [#businessdevelopment](#) [#recruitmentjobs](#)



  59

22 comments



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People buy from those they trust. How do you plan to build trust with prospects? If you can't answer this, then you are not approaching your BD in an effective way in my opinion.

When you've built trust with prospects, THEY will call YOU to buy from you. Rather than you banging down their door asking for business like everyone else.

Don't do BD like everyone else. Continuous check-in calls & e-shotting available candidates isn't an effective BD strategy.

I've signed 2 new retainers this week off the back of a couple of Months purposely building trust with prospects and adding value to them without expecting immediate business.

Happy Friday all!

[#r2r](#) [#rec2rec](#) [#trustbuilding](#)

   102

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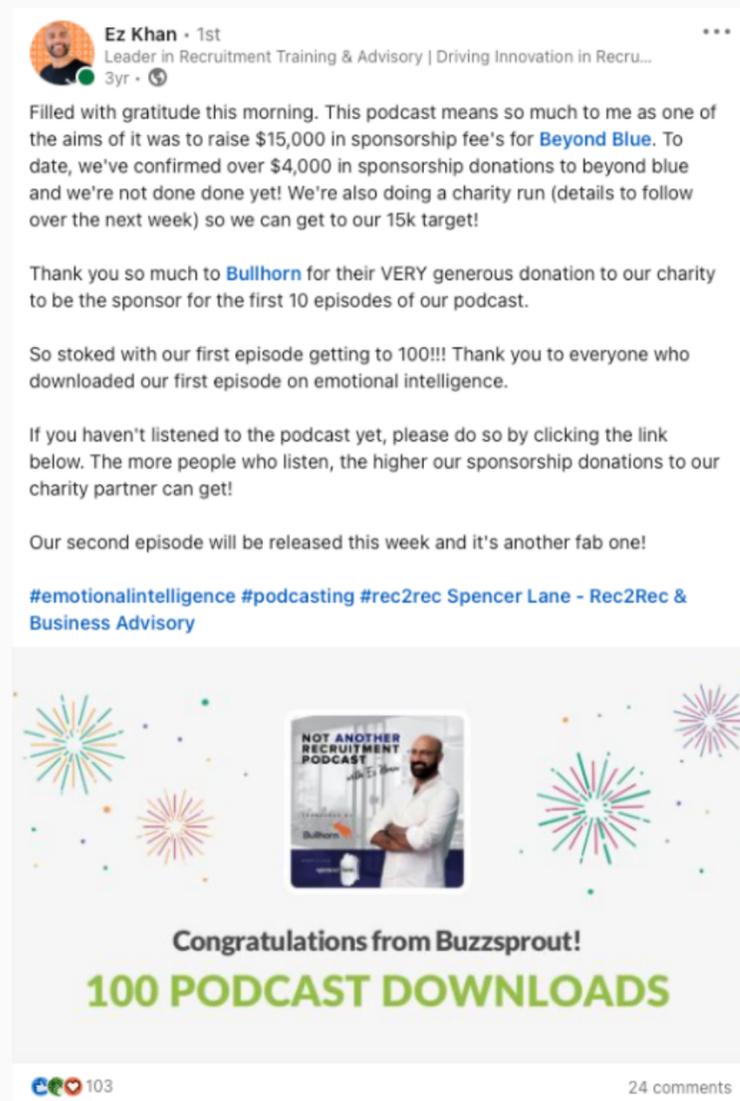
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Filled with gratitude this morning. This podcast means so much to me as one of the aims of it was to raise \$15,000 in sponsorship fee's for [Beyond Blue](#). To date, we've confirmed over \$4,000 in sponsorship donations to beyond blue and we're not done done yet! We're also doing a charity run (details to follow over the next week) so we can get to our 15k target!

Thank you so much to [Bullhorn](#) for their VERY generous donation to our charity to be the sponsor for the first 10 episodes of our podcast.

So stoked with our first episode getting to 100!!! Thank you to everyone who downloaded our first episode on emotional intelligence.

If you haven't listened to the podcast yet, please do so by clicking the link below. The more people who listen, the higher our sponsorship donations to our charity partner can get!

Our second episode will be released this week and it's another fab one!

[#emotionalintelligence](#) [#podcasting](#) [#rec2rec](#) [Spencer Lane - Rec2Rec & Business Advisory](#)

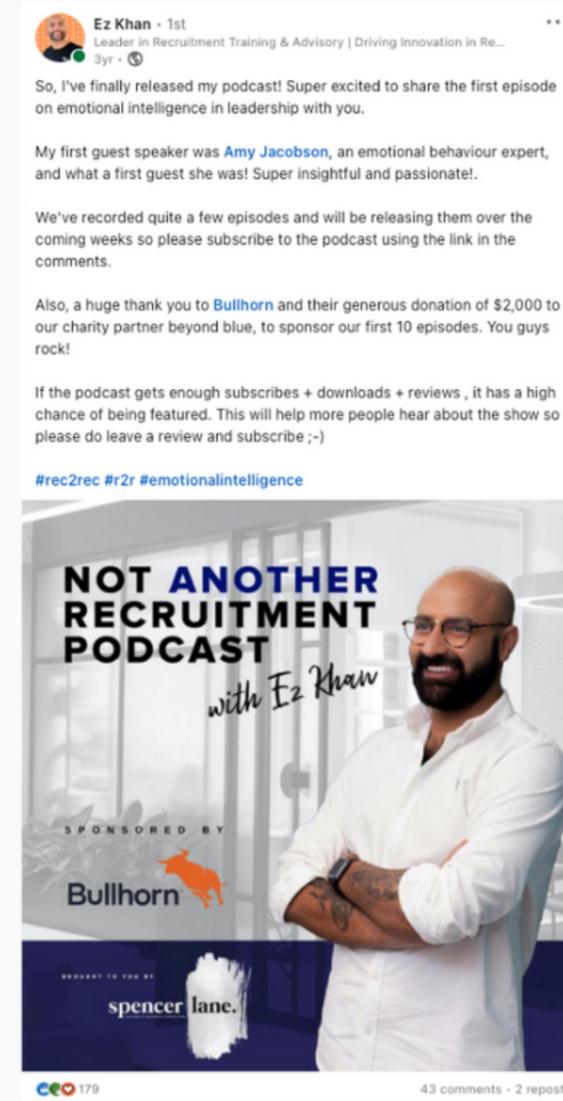


Congratulations from Buzzsprout!
100 PODCAST DOWNLOADS

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Ez Khan · 1st
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So, I've finally released my podcast! Super excited to share the first episode on emotional intelligence in leadership with you.

My first guest speaker was [Amy Jacobson](#), an emotional behaviour expert, and what a first guest she was! Super insightful and passionate!

We've recorded quite a few episodes and will be releasing them over the coming weeks so please subscribe to the podcast using the link in the comments.

Also, a huge thank you to [Bullhorn](#) and their generous donation of \$2,000 to our charity partner beyond blue, to sponsor our first 10 episodes. You guys rock!

If the podcast gets enough subscribes + downloads + reviews , it has a high chance of being featured. This will help more people hear about the show so please do leave a review and subscribe ;-)

[#rec2rec](#) [#r2r](#) [#emotionalintelligence](#)



NOT ANOTHER RECRUITMENT PODCAST
with Ez Khan

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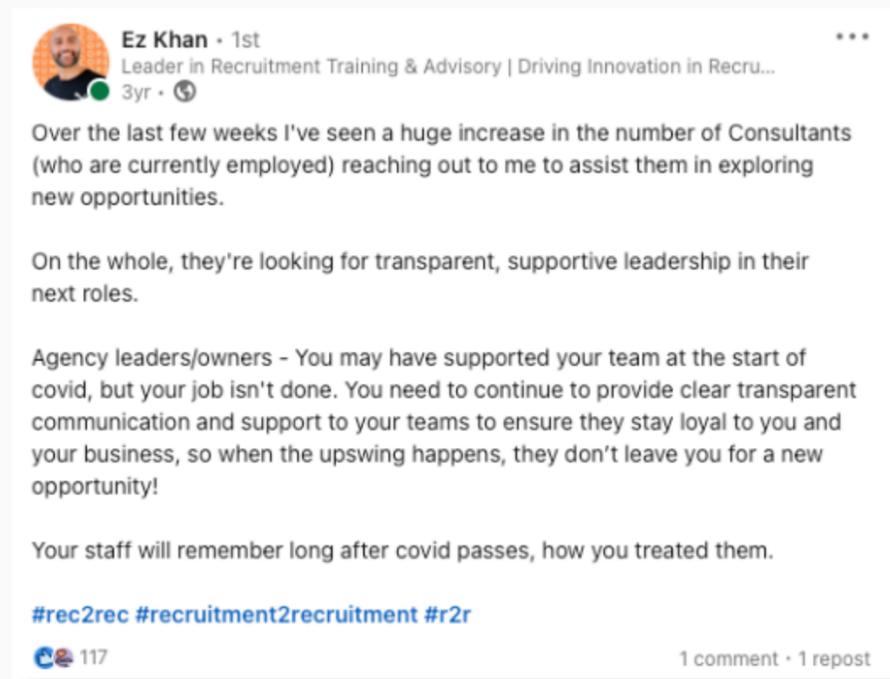
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Over the last few weeks I've seen a huge increase in the number of Consultants (who are currently employed) reaching out to me to assist them in exploring new opportunities.

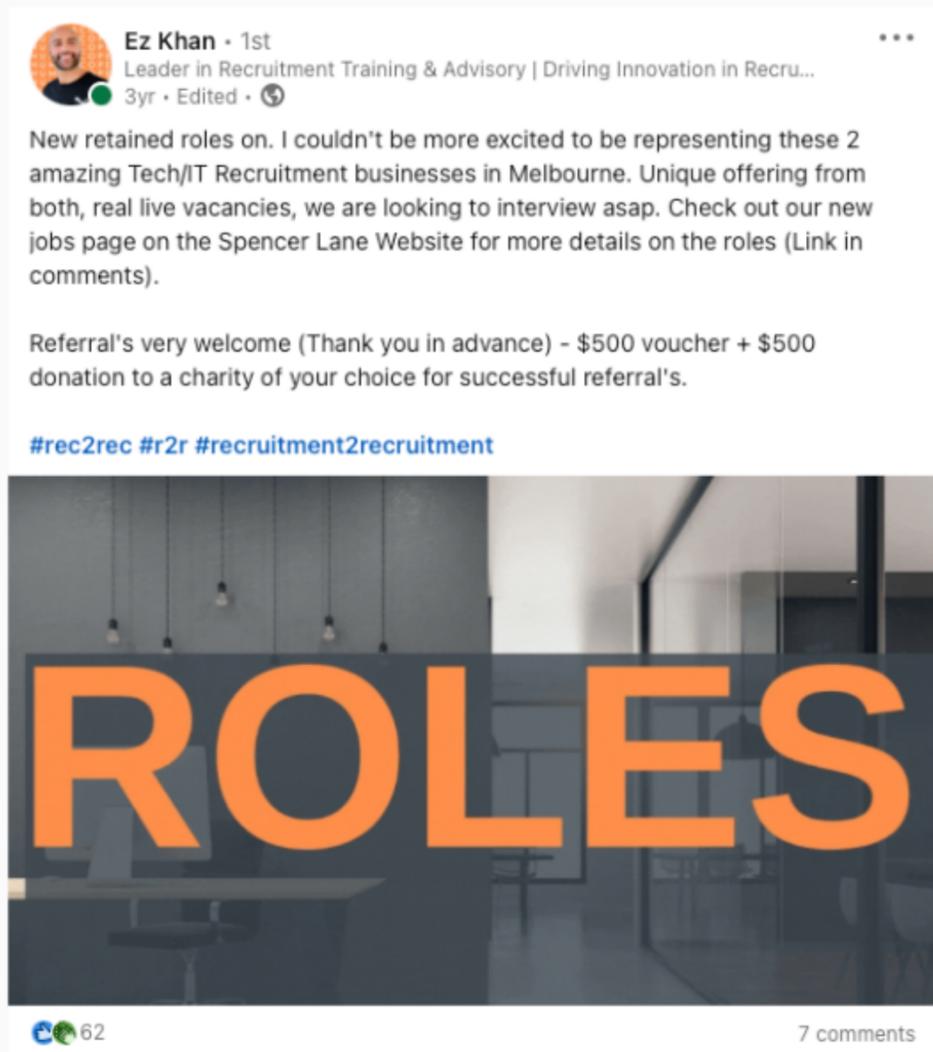
On the whole, they're looking for transparent, supportive leadership in their next roles.

Agency leaders/owners - You may have supported your team at the start of covid, but your job isn't done. You need to continue to provide clear transparent communication and support to your teams to ensure they stay loyal to you and your business, so when the upswing happens, they don't leave you for a new opportunity!

Your staff will remember long after covid passes, how you treated them.

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 117 1 comment · 1 repost



Ez Khan · 1st
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New retained roles on. I couldn't be more excited to be representing these 2 amazing Tech/IT Recruitment businesses in Melbourne. Unique offering from both, real live vacancies, we are looking to interview asap. Check out our new jobs page on the Spencer Lane Website for more details on the roles (Link in comments).

Referral's very welcome (Thank you in advance) - \$500 voucher + \$500 donation to a charity of your choice for successful referral's.

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