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A grayscale photograph of a person's hands typing on a laptop keyboard. The person is wearing a denim jacket. The background is a plain, light-colored wall. The image is partially obscured by a dark blue background on the left and bottom edges.

# A SHORT GUIDE ON HOW SMALL BUSINESSES CAN REDUCE THE COST AND PAIN OF FILLING THEIR JOB OPENINGS

# INTRODUCTION

When it comes to hiring for small businesses getting qualified talent can be a struggle. In fact, according to the U.S. Chamber of Commerce the #1 problem for Small businesses is their inability to hire qualified talent. NFIB chief economist says, “...the current labor shortage is the biggest issue facing our small business economy.”

This is because small businesses just do not have access to the tools and technology that the larger enterprises have.

In this report, you are going to learn **“How to get qualified job candidates quickly, easily, and inexpensively.”**

By the time you are done reading this report, you should know exactly what to do to win the upcoming “Talent war”.

Do you really think that a Fortune 1000 company (with hundreds of openings at any time) is bothering with placing a static ad on a job board? One job, on one board, for one month. No Way!

Since they have the scale & budget, they get access to far more candidates for the dollar.

But this is an opportunity that small businesses do not have access to and cannot afford.

Until now.



# WHY THE COMING TALENT WAR IS GOING TO BE TOUGHER THAN THE ONES BEFORE

Since the pandemic began, we have gone from record-low unemployment to record-high unemployment. Covid-19 may have eliminated the historically tight labor market – but it also launched a whole different group of unprecedented challenges.

The coming talent war will look very different from the last one, and here's why:

- **Labor Participation Rates** – Participation has plunged from 63.4% in February to 61.5% in November (roughly 5.5 million people have permanently left the workforce).
- **Advertised Jobs** – currently there are already over 7M open jobs posted. That's a lot of competing noise.
- **Conversion Rates** – The percentage of candidate views that convert to applications have decreased, especially for lower-wage earners. Meanwhile, interview “Ghosting” is way up.

## WHY?

1. Furloughed workers waiting to be called back to their previous employer – they are just 'tire-kicking'.
2. Millions are receiving government benefits, so returning to work isn't their highest priority – and won't be for many more months ahead.
3. Since children aren't in school, parents can't work as freely as they used to, placing a significant strain on workers who are also mothers.
4. Fear and anxiety due to working amidst COVID



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# WHAT DOES THIS MEAN FOR YOU?



**IT WILL BE A BATTLE TO  
GET THE BEST TALENT**

With headlines talking about high unemployment, you might be thinking it will be easier to find and hire more people - you'd be dead wrong.

With the opening back of the economy, lots of businesses are going to be hiring and these include the **LARGE CORPORATIONS** that have better tools, larger reach, and bigger budgets at their disposal.

Experts predict 2021 to add around 5.5M Jobs, – That's a LOT of noise, activity, and competition!

Most employers are going to be scrambling to hire at the same time, and there will be a LOT fewer applicants than you would think.

Lots of employees are going to switch jobs and it is going to be a battle for who gets the talent .



# MACRO TRENDS: NEW REALITIES OF THE LABOR POOL

What you need to understand is that the candidate is King:

- We now live in an Instant Gratification society.
- They won't spend 20+ minutes on an application
- They want job applications to be easy, fast & mobile friendly.
- They want flexible work hours, remote work options, child care on-site (or subsidized)



# WAGE NORMALIZATION

Pre-Covid, 7% of workers were “Remote” or WFH – now nearly 26% are, and 18% are expected to continue.

Our Recommendations for the Next Few Months:

1. Build a talent pipeline NOW! It’s a fantastic opportunity to engage great talent and build rapport. It's Easy to get caught up in short term ‘reactionary’ thinking – but visionary leaders take an opportunistic ‘long term’ approach.
2. Consider flexible working arrangements (Remote / WFH). Ask yourself if this job can be done remotely so you can tap into a much larger pool of candidates.
3. Respond to candidates quickly and make the entire process fast and easy.
4. Ensure your compensation is competitive and include it in your job advertising.
5. Brand - start by telling your candidates why your employees love working for you.
6. Wage normalization refers to compensation that now must be competitive on a national or global level. You now must be competitive outside your local area and economy.



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# WRAP IT UP

Now that you have a clear idea of how to utilize and attract more qualified candidates, it's time to take it a step further and create an action plan for your clients.

I've put together a FREE WEBINAR that teaches you a faster, cheaper, and easier way to get more qualified candidates for your job openings.

You can access it here

**GET MY FREE**  
**WEBINAR**

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**YOU CAN ACCESS  
THIS FREE WEBINAR  
BY CLICKING ON  
THE BUTTON BELOW**

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**In this webinar, you are going to discover:**

- How to drastically reduce the cost of hiring
- How to reduce the time of hiring
- How to automate your job placements so you can reach more qualified candidates in less time and with less money.