

# HIRING 101

#TEAMSUNNY'S SECRET HIRING SAUCE

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# HIRING YOUR DREAM TEAM

## #TeamSunny's Top 12 Tips

As an entrepreneur invested in professional growth and personal progress, you likely already know that having the right team around you is a complete game-changer.

And because we at #TeamSunny are always looking to help you elevate your business and create more ease in your day-to-day, we thought we'd put together a quick cheat-sheet to help you hire the team that's going to help take you to your end goals.

Despite sometimes thinking that we need to...we DON'T have to do it alone!

In fact, having an amazing team around you not only makes work more fun, but it helps YOUR message reach its potential and influence a wider audience. Plus, it frees you up to work in your genius zone, while creating the opportunity for others to do the same. **#winwin**

You're a leader, and these tips are going to help you own that, and step into your power...while at the same time taking care of the necessary details that will help your future team come on board with you in the most effective, fluid way possible.

*Go You!*

# Tip #1

## IDENTIFY WHAT YOU ACTUALLY NEED.

You know what they say...you can't find what you need if you don't first know what you need. So the first thing you're going to do in **Project Hire Your Dream Team** is start off with an internal task audit.

The first - and best - place to look for candidates is within your own organization.

!!  
**IN ORDER TO  
 ELEVATE,  
 YOU NEED  
 DELEGATE.**  
 !!

### ACTION STEPS



Do a task audit for yourself and your entire team - person by person - so you can see how much each person is currently doing, and how many hours they are spending on each task.



From there, get them to rank each daily task on a scale from 1-5 (1 being dislike, 5 being love).



Analyze tasks that you and your team feel you are spending too much time on and don't like doing. This will help you determine potential new hires that you need in your business...a step that will help you increase efficiency and revenue.

Category	Task	Software	How long task takes per week (in minutes)	Hours per week	Current owner	Future owner	Notes
1 = Love/Great							
2 = Like/Good							
3 = Don't Like/Good							

A bonus about going through this process is that you never know what kind of intel you're going to reveal. Taking these steps this will help to determine if your people are in the right spots, and you can take action accordingly.

# Tip #2

## WRITE REALLY SOLID JOB DESCRIPTIONS FOR CURRENT POSITIONS AND FUTURE OPENINGS

I know, it may sound like a bit of extra work. I mean, people are already in place and doing their thing, right? Trust me though, this step is so helpful.

Articulating job descriptions and role responsibilities helps your people know exactly what is expected of them, and also sets you up to be seen as a clear leader and Boss who has their ducks in a row.



Set a clear purpose and job description for each role in the company



Identify exactly what you need (both in terms of hard skills and soft skills)



Create measurable objectives and expectations right out of the gate



Use scorecards

// FOR EXAMPLE //

### FACEBOOK ADS MANAGER JOB DESCRIPTION & DELIVERABLES

#### TASK/ROLE

- Produce high performing ad campaigns for weekly product launches and marketing funnels
- Produce highly engaging Facebook posts in order to grow our page following
- Manage and report on ad campaigns, content posts, and funnels
- Coordinate with our writers, graphic designers, and video team to facilitate successful production of assets
- Track and analyze the ongoing testing of all marketing efforts, including ads, funnels, and social media posts
- Optimize campaigns and funnels to maximize efficiency and performance of key metrics
- Stay on top of new techniques and changes in the market, which you'll incorporate and test in our marketing

## DELIVERABLES

- Conversion rates between \$0.01-\$5.00 (engagement & lead)
- CPA: X
- % of spend for growth on Instagram: X
- 300-400 leads a day
- \$100K in sales per month from Facebook (on YouTube for Bosses Product)
- Weekly check-in to see where we are at in terms of conversions and leads

**Having this clear communication with all of your people can't help but be good for business. Everyone is on the same page, expectations are clear, and accountability skyrockets.**

Tip #3

# PLAN & DETERMINE YOUR HIRING STRATEGY

Once you've identified exactly what you need (both in terms of hard skills and soft skills), then it's time to put your plan together.



**PUT YOUR  
PLAN  
TOGETHER.**



## ACTION STEPS



If you have a large warm audience with strong connections, reach and trusted referrals, we recommend starting there. Whether it's from co-workers, professional colleagues, friends, relatives, or neighbours, you can often find great candidates through referrals.



Ask around and post on social media. It's incredible how fast word can spread to quality applicants if you cast the net to include your



Other options: LinkedIn, job boards, your website

We believe wholeheartedly in referrals, and have seen the most success with our hiring by using this approach. Even Ayla, #TeamSunny's C.O.O. was referred from a mutual friend of Sunny's!

# Tip #4

## SEARCH AND IDENTIFY VIABLE CANDIDATES

Once you've got a list together, and are sorting through your options, it's time to identify your top picks. This is where it starts to get exciting, because you're sorting through the details of potential co-workers...JUICY!

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1

You will get the best results - and have the most flow - if you have one person on your team fully manage the hiring process. Depending on how many positions you are hiring for, and how many applications come in, this can tend to be a very time-consuming process.

2

Empower this person to own the entire hiring process, from resume review to interview set up. Make sure they have what they need, and keep the lines of communication wide open so they feel supported.

3

Create an email that you can send out to successful candidates to let them know they are progressing to the next phase of the hiring process. Make sure the email projects and embodies the tone of your brand. Be positive, upbeat, and clear. This will let them know that working with your company is a great opportunity.

4

Have all candidates communicate with the person in charge of hiring to coordinate their interview.

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Remember that every interaction with your people and your brand should be a positive one and reflect your standards. Superhero team members - reliable, hard-working, highly skilled long-term thinkers who are committed to your vision - aren't always easy to find. You have a much better chance of them seeing your Bat Signal if it's clear, bright, and easy to read.

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# Tip #5

## INTERVIEW THE TOP 3 CANDIDATES

This is where it gets fun! You get to start sorting through your actual options and seeing who is a potential fit for your Dream Team.



**LISTEN TO  
YOUR GUT &  
FOLLOW YOUR  
INTUITION**



### SUGGESTED INTERVIEW QUESTIONS

- 1 What do you know about our company?
- 2 How do you like to structure your day when you're working remotely?
- 3 What is an example of how you took initiative on a project while you were working virtually?

When you are interviewing, don't feel that you need to stick with the list of questions. If the conversation takes you elsewhere, listen to your gut, follow your intuition, and ask the questions that come up naturally as well. People love it when you ask questions about them (ok, maybe not so much when they're in an interview but you know what I mean), and a high-quality candidate will want the chance to elaborate on their amazing qualifications.

# Tip #6

## TEST THE TOP 3 CANDIDATES

Bonnie Fahy, a successful internet marketer, suggests that it's a really smart move to have your candidates complete some sort of application test before you even set up the interview, and we agree. Even a small task can help you to see if they actually read emails, have an eye for detail, and whether or not they're serious about the position.

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Ask candidates to follow simple directions, such as “Please send us a resume and cover letter to ayla@sunnylenarduzzi.com with the subject line; Attention: Copywriter Position”.



Alternatively, you could ask them to do something more qualifying, and slightly more complex. For example: “Hey there! Thanks for checking out our posting. You'll notice that at the bottom there is an exercise. We ask you to complete this in lieu of a cover letter, because matching our tone is such a critical part of this position. Please keep the salient points intact. This exercise largely takes the place of a formal interview; ie. once you're done this, you're 80% done with our hiring process. Thanks and we look forward to the possibility of working



Here is an example of an online application with a test that you can check out: <https://docs.google.com/forms/d/e/1FAIpQLScbj94mo1uLtbVaeJikRoqOfpj9UgziBhNwM9OrzNeyUw8nUw/viewform>

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These steps may seem like extra work, but they'll actually save you time and energy by weeding out the disinterested or non-committed candidates. Adding a simple test will also highlight your rockstar applicants who do a good job, and go above your expectations.

# Tip #7

## RECRUITING THE RIGHT VIBE FOR YOUR TRIBE

Vibe is everything! This manual is, after all, “how to find your Dream Team”, not “how to create an Assemblage of Mediocre Individuals”. Right?

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1

Have your COO, or whomever you’ve empowered to run the hiring process, set up and coordinate initial interviews.

2

Ideally, create a list of 10 to 15 very strong candidates, all of whom are interested in the position.

3

Make sure to prepare solid questions and details about the position and your company – it’s important to remember that you are also being interviewed. It’s a two-way street, and high-quality candidates will be looking for a position which appeals to them, not just any old job.

4

If the candidate seems like a good fit, have them prepare a mini assignment related to the position. This will really help you to make a solid decision.

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Ultimately, what it means to look beyond the obvious will be different for all of us. Just be open to taking steps you maybe wouldn’t always take - or even NOT taking steps you would usually take - in the name of finding that awesome fit.

# Tip #8

## LOOK BEYOND THE OBVIOUS

I know this sounds obvious, but looking beyond the obvious isn't always...obvious.

Make sure you consciously step out of your comfort zone in asking important questions, and try to think outside the box a bit when it comes to your research.

“  
VALUE  
POTENTIAL  
AND VIBE OVER  
EXPERIENCE.  
”

### ACTION STEPS



Value potential and vibe over experience where applicable.



Don't just look for someone who is exactly like you. Your team will grow with a VARIETY of people, offerings, and strengths. Diversity is key in a team to make sure all bases are covered.



Go beyond a 25 mile radius...especially these days. You can cut costs by hiring people who work remotely, as long as they are proven and viable. To do this, you can literally reach out to other COUNTRIES, not to mention cities, states, or provinces. Take the locational blinders off, expand your horizons, and you will open yourself up to more high

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# Tip #9

## RUN PRE-EMPLOYMENT CHECKS

It's always a good idea to do more research than less on the people you're bringing into your business. And it's amazing how much you can find out with some basic homework, so make sure to do checks and use them as a filter to help you screen candidates.

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Social checks – Do a quick Google search and social media check to see if a candidate will represent your company in a professional manner.



Always call a candidate's references. A lot of people skip this step, but it's amazing what you can learn from other working professionals.



Where applicable, and if you're running company where security is super important, you can always look into how to conduct legal background checks. Depending on the need for security - like with proprietary software or app ideation - sometimes you can never be too careful. Especially with social media, it's easy for people to present as a certain way online, so it's nice to be able to back that up with some objective data. But...when in doubt, see Tip #7, because...vibe.

# Tip #10

## CONDUCT FACE-TO-FACE OR SCREEN-TO-SCREEN INTERVIEWS WITH CEO/FOUNDER & COO

When your hiring person has reached this stage, it's generally time for The Big Boss to step in. Especially considering how time-consuming and potentially overwhelming the hiring process can be, a fresh perspective is smart at this point, just in case the hiring person has gotten a bit lost in the weeds (which is totally understandable). This will allow the CEO to step in and make a final decision based on the candidate's qualifications and overall fit and personality.

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Make sure you consider two important parts of this stage of the recruitment process:

- It can't stretch out too long, or candidates involved will lose interest.
- Communicate to candidates where they are in the process and what to expect in the near term. The danger here is that they will start looking elsewhere. This is a particular hazard with top candidates, since they are more than likely interviewing with more than one organization.



Bear in mind - yes I know it's repetition - that they are interviewing you as much as you are interviewing them. Don't make the mistake of being too confident because if they're THAT GOOD, they may very well have another offer on the table. As always, be humble, courteous, and kind so they will know that they're looking at joining the team of someone as conscientious as they are confident.

# Tip #11

## MAKE THE JOB OFFER LIKE A BOSS

I can't emphasize the importance of this enough! This is still a sensitive time of the hiring process, and you want to proceed pragmatically, while you have fun and enjoy yourself...because that will be clear to your new team member!



Be VERY clear on the positions role, deliverables, expectations, compensation, hours, payroll and purpose.



Lay everything out in a very detailed and organized way. Your new hire will appreciate this.



It's a good idea to have your employees sign a contract or in the least ensure that they agree via email.



**CRUCIAL STEP:** MAKE SURE YOUR WINNING CANDIDATE ACCEPTS THE POSITION BEFORE TELLING OTHER CANDIDATES THEY DIDN'T GET THE JOB! Yeah, we had to learn this one the hard way.

## AN EXAMPLE OF BEING CLEAR ABOUT EXPECTATIONS & POSITION:

Hey X

We are so excited to welcome you to team Sunny as our new part-time Sales Associate!!

I loved your vibe, and I am so excited for you to take ownership of this role, make it your own, and really up our sales game over the next few months.

As mentioned on our call, here is an outline of the role:

**Position:** Sales Associate, reporting to COO (Ayla)

**Purpose:** To grow revenue through direct sales calls

**Hours:** Part-time basis, minimum of 8 calls/week (the intent is to increase this number)

**Compensation:** 90-day trial period with a 10% commission per sale. We will revisit this in 90 days for renegotiation based on experiences had on both ends.

**TASK/ROLE:**

- Sales calls
- On-boarding new clients
- Sales SOP's (Standard Operating Procedures)
- Client acquisition

**DELIVERABLES:**

- Minimum 7 new AA clients, & 3 new Intensive clients/month
- Minimum of 30 calls a month (Minimum of 8 calls a week)
- Creating & updating sales SOP's on a weekly basis
- Weekly sales meeting/check-in to ensure we have met deliverables

Please let me know if you have any questions regarding anything I have mentioned above. I will be sending you another email shortly with access to your new email address, our Slack group, and some of our existing sales assets for you to take a look at over the weekend, prior to our call on Monday.

Again, we are stoked to welcome you to #TeamSunny and look forward to seeing the magic you create!

Thanks,

X

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Not only will these steps let your new hire know that you're a professional who has their ish together, but it will also help them feel crystal clear on what's expected of them. The formality of this process will also help them feel valued and important, which is DEFINITELY a good foot to start off on as you're beginning a new relationship!

# Tip #12

## ONBOARD YOUR NEW HIRE WITH A CLEAR SYSTEM

A comprehensive onboarding process is perhaps the most crucial step in the recruiting and hiring process. It sets the tone of the company culture right out of the gates, and demonstrates how you operate as a manager, team, and business.

An onboarding process is definitely a lot to setup and implement, but we look at this as short term pain for long term gain - a high quality member of our Dream Team!



Introduce the new hire publicly (or virtually) to your entire team and really make them feel empowered and valued. This will make them feel wanted and welcome before they even join the organization and get started working.



Set up daily check-ins/training sessions for the first couple of weeks.



Get them set up with all their log-ins, emails, usernames, passwords, links etc. as soon as you possibly can so they can dive in and explore the systems.



Provide them with any and ALL training systems and processes that your company already has created (IF YOU DON'T HAVE ANY, START. LIKE. NOW.)



Then...throw them into the fire and see how they do!

Hiring a team - especially if you are a new entrepreneur - can be daunting. But it's like SO many other things in business: once you have the systems setup, you're golden.

We invite you to take this list we've so carefully put together for you, and make it your own. And if you come up with more ideas to add, or want to shout us out for something that worked particularly well for you, smash one of these share buttons and tell it to the world!

<https://www.instagram.com/sunnylenarduzzi/>

<https://twitter.com/SunnyLenarduzzi>

<https://www.facebook.com/SunnyLenarduzzi/>

Good luck building your new Dream Team!

All my best,

