

As you're entering the webinar... tell me in the chat:

Where in the country are you and how many years in staffing/recruitment?

5 MESSAGING MISTAKES YOU MUST FIX TODAY IN YOUR STAFFING BUSINESS

THE 5 EASY FIXES THAT'LL MOVE YOU FROM THE DELETED
FOLDER TO DEALS CLOSED

HENNA PRYOR, ACC
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**DOWNLOAD
THE
WORKBOOK!**



How to Write a Follow-Up Email That Gets a Reply

Without feeling like an annoying nag about it.



by Henna Pryor, CPA, ACC,
Executive & Recruitment Coach

PRIORITYGROUP.COM

BONUS

AT THE END



I'm Henna Pryor.

President + Certified Executive
Coach at Pryority Group

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- BS in Finance, University of Delaware, Honors Program (1999)
- Masters in Accounting, University of Virginia (2000)
- Certified Public Accountant (licensed in 2004)
- Associate Certified Coach (ACC) credential, International Coach Federation, 2019
- Certification for Leadership Coaching for Organizational Performance (LCOP), Executive Coaching, American University (2019)



- **DIAMOND CLUB
PERFORMER OF THE
YEAR**

#1 in the Nation

- **GOLD LEVEL
PERFORMER**

Top 10% Producer

- **ROOKIE OF THE
YEAR**

Search Line of Business





WHY ARE YOU HERE?

**90% of people screen their
phone calls and don't pick
up an unknown number.**



**Like it or not, people will
instantly judge you, and whether
they want to work with you,
based on the words that you use.**

WHY ARE YOU HERE?

01.

You want **more sales, more responses to your messages, more loyal candidates and clients** who come back to you over and over again.

WHY ARE YOU HERE?

02.

You want to make a **bigger impact** with the messages you send.

WHY ARE YOU HERE?

03.

You want better financial **RESULTS**.
(And you want them now.)

**Sales Messaging
(or “Copywriting”)
is the key.**

WHAT IS COPY?



“Sales copywriting is anything intended to persuade the right reader, viewer, or listener to **take a specific action.**”

— JIM EDWARDS

WHAT IS COPY?



Subject Lines
Email Messages
Sales Presentations
Candidate Write-Ups
Job Advertisements
Follow-Up Messages
Social Media Posts/Comments

**SALES MESSAGING IS THE
ONLY THING THAT DETERMINES
WHETHER OR NOT PEOPLE PAY
ATTENTION TO YOU.**

**THE RECRUITING AND
SALES PROCESS CANNOT
START WITHOUT IT.**

**THE MORE YOUR
BUSINESS GROWS...**

**THE MORE YOU
NEED TO WRITE!**

**Writing powerful sales
messages is the single most
important skill that you'll ever
develop in this business.**

WHAT MAKES WRITING SALES MESSAGES SO HARD?

COMMON WRITING BLOCKS

WRITING BLOCK #1

“My message never sounds as good as it does in my head.”



WRITING BLOCK #1

“I’m great on the phone!
Why do I sound so different when I write?”

“My messages aren’t organized and I ramble.
I don’t know what to include or what to take out.”

“I struggle to find the persuasive words to get my point
across effectively, but professionally.”

WRITING BLOCK #2

**“It takes me SO LONG
to write anything.”**



WRITING BLOCK #2

“It literally takes me 30 minutes to write out
a simple email reply.”

“I’m constantly second guessing what to say, so I play it
safe and it ends up sounding generic.”

“I don’t have a process, so my “process” is messaging
in high-volume and praying it works.”

WRITING BLOCK #3



WRITING BLOCK #3

“I send hundreds of messages that only a few people answer.”

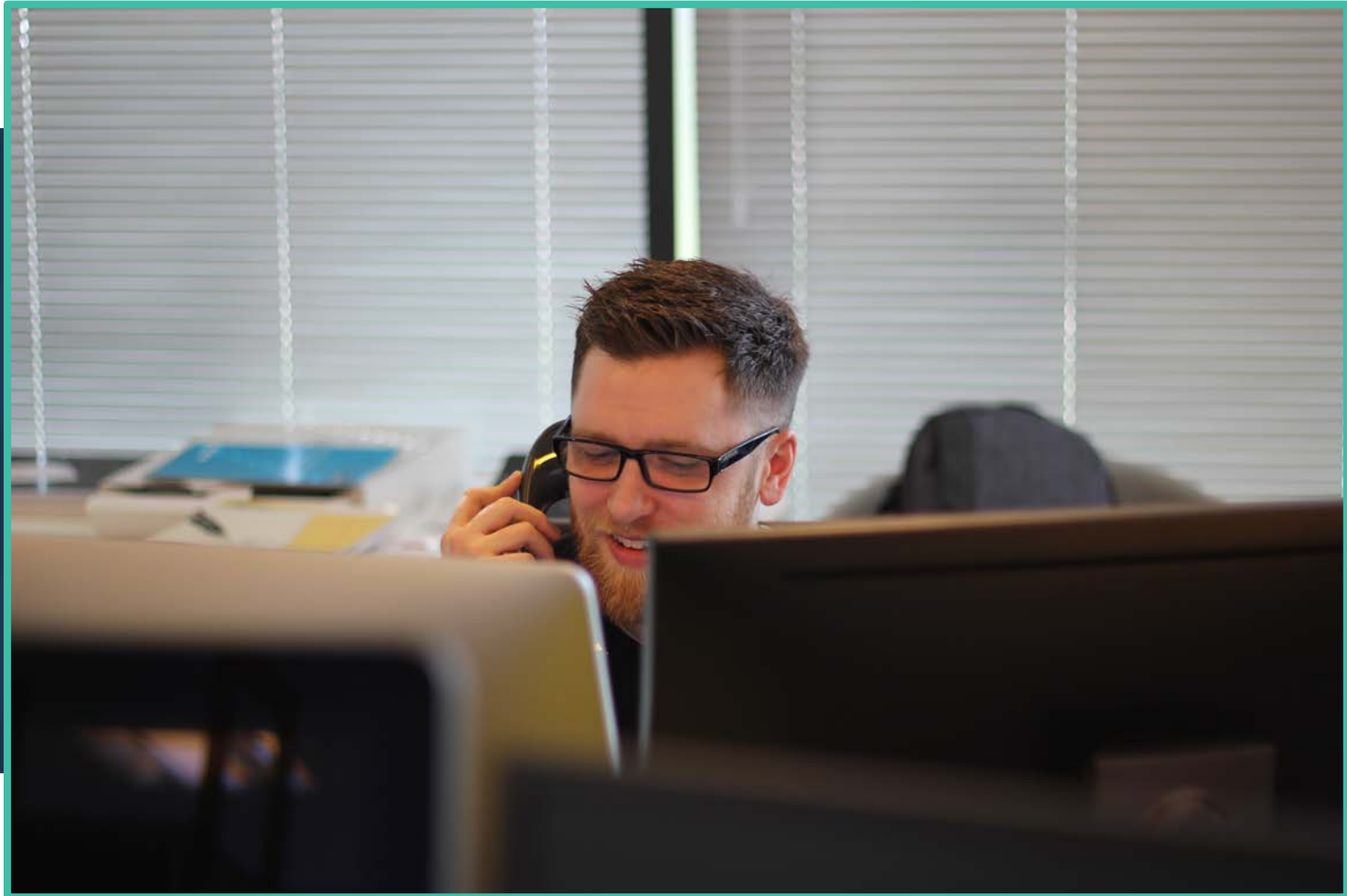
“I try to be patient, but this slow growth is stressful. I can't stand out amongst the competitor noise.”

“I'm great at what I do and I just need to get in front of people, but no one hears me.”

THE BIGGEST WRITING BLOCK OF ALL:
PERFECTIONISM

It's not **your** fault.

No one taught you how.





**YOU DON'T NEED
TO BE A GOOD
"WRITER" TO
WRITE STRONG,
EFFECTIVE SALES
MESSAGES.**



The 5 Messaging Mistakes You Can't Afford to Make in Your Recruiting & Staffing Business

AND HOW TO FIX THEM!

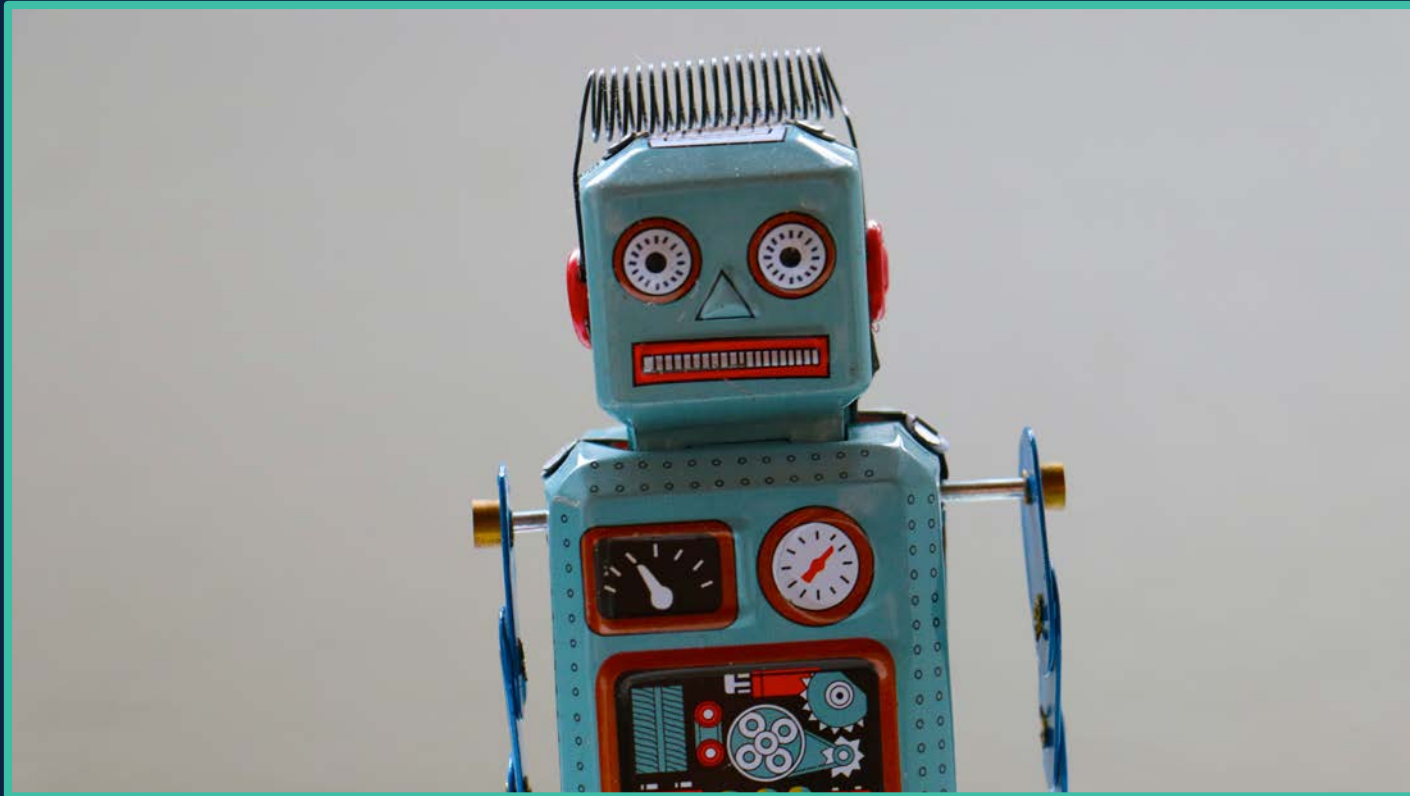
MESSAGING MISTAKE #1

You sound like a robot.

5 MESSAGING MISTAKES

**“In this training, I will
demonstrate why you
do not need to
converse like you are a
Recruiter Robot.”**

**“I will tell you more
about utilizing our
services over lunch.”**



NO ONE TALKS LIKE THAT.

FIX FOR MESSAGING MISTAKE #1

WRITE LIKE YOU TALK.

5 MESSAGING MISTAKES

The Apostrophe

(Use contractions)



Instead of...

WE ARE
IT IS
DO NOT

Try...

**WE'RE
IT'S
DON'T**

WHY DOES THIS HELP?
BECAUSE IT MATCHES THE WAY
WE SPEAK IN REAL LIFE.

“In this training, I’ll
show you why you
don't need to sound
like you're a
Recruiter Robot.”

MYTH ALERT!

Please don't confuse warm
and friendly with
unprofessional.

WHAT TO DO NEXT:

- ☒ You **should** use spellcheck
- ☒ You **should** aim to use proper grammar (or use Grammarly!)
- ☒ **You shouldn't write like a robot**

MESSAGING MISTAKE #2

Your writing is too self-centered.

5 MESSAGING MISTAKES

SUBJECT: New opportunity

Hi Maya,

I hope all is well!

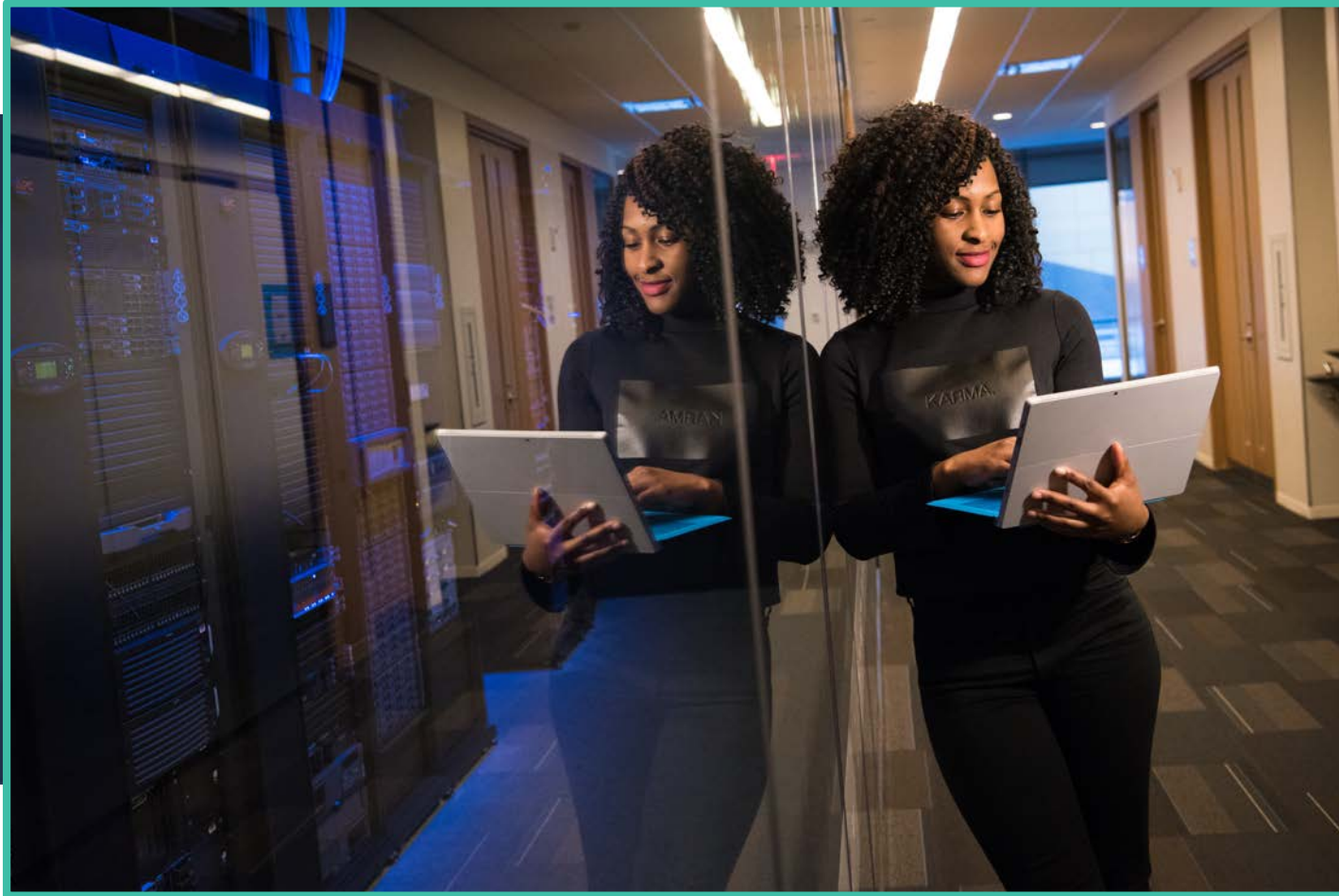
My name is John Smith and I work for XYZ Staffing firm. I have been here for 5 years and I specialize in Finance & Accounting Permanent Placement. My firm is different because....

FIX FOR MESSAGING MISTAKE #2

FLIP THE PERSPECTIVE TO “YOU”

5 MESSAGING MISTAKES





**“I need some strong talent
to help me with this
workload.”**

SUBJECT: New opportunity

Hi Maya,

Tired of eating dinner at work? I'm sure the recent expansion has been tough on the whole team. I'd love to show you a killer Financial Analyst to help get some of that workload off of your desk.

**“I want my old schedule
back.”**

SUBJECT: New opportunity

Hi Maya,

Has the expansion thrown your routine off? I have several impressive Financial Analysts that can jump in and help you reclaim your time - and jumpstart the return of a more manageable schedule.

ATTENTION ON RECRUITER:

My name is John Smith and I work for XYZ Staffing firm. I have been here for 5 years and I specialize in Finance & Accounting Permanent Placement. My firm is different because....

ATTENTION ON PROSPECT:

Has the expansion thrown your routine off? I have several impressive Financial Analysts that can jump in and help you reclaim your time - and jumpstart the return of a more manageable schedule.

**THE MOST EFFECTIVE SALES
MESSAGE STARTS IN YOUR
READER'S HEAD, NOT
YOURS.**

WHAT TO DO NEXT:

Find one place in your messaging
where the attention is on **you**
instead of your prospect – and
then **flip** the perspective!

MESSAGING MISTAKE #3

You focus on features,
not benefits.

5 MESSAGING MISTAKES

FEATURES VS. BENEFITS:

- A feature is what something *is*.
- A benefit is what something *does for you*.

People buy the benefits.

Features

- True 40 hour work week

Benefits

(“So What?”)

- A schedule so predictable that you can play in that adult soccer league AND be home for dinner with the kids every night.

FIX FOR MESSAGING MISTAKE #3

FOCUS ON THE BENEFITS.

5 MESSAGING MISTAKES

Features + Benefits = MEANING

MEANING creates EMOTION

WHAT TO DO NEXT:

Find one place in your messaging where you could include a **benefit** with the **feature** to create meaning.

**PEOPLE BUY ON EMOTION,
AND THEN
JUSTIFY WITH LOGIC.**

MESSAGING MISTAKE #4

Subject lines are an
afterthought.

5 MESSAGING MISTAKES

Email subject lines like:

- New opportunity
- Just checking in
- Looking to connect

LinkedIn shares that say:

- Great read
- Check this out

**THE AVERAGE PROFESSIONAL
GETS 121 EMAILS PER DAY.
BUT MOST OF THOSE END UP
DELETED OR IGNORED.**

**Writing good subject
lines will **make or
break** your book of
business.**

You have a leg up because:

- 90% of staffing professionals stink at writing subject lines.
- It's not about talent, it's about formulas and VOLUME.

FIX FOR MESSAGING MISTAKE #4

**BECOME THE BEST
SUBJECT LINE WRITER
YOU CAN BE.**

5 MESSAGING MISTAKES

**Even great sales
writers don't write
great subject lines on
the first pass.**

WHAT TO DO NEXT:

**Write at least 10–20
subject lines.**

BEFORE

Post-pandemic return strategies

AFTER

Don't make this major mistake
when you return to the office
post-COVID

BEFORE

Top resume suggestions

AFTER

Are “smart” words making you
look dumb?

BEFORE

New opportunity

AFTER

This company won't be hiring again until 2022

**Do better subject lines
really create that
much change in
results?**

MESSAGING MISTAKE #5

**You don't begin with the
end in mind.**

5 MESSAGING MISTAKES

“I’d love to connect.”

**You didn't tell
them exactly
what to do.**

FIX FOR MESSAGING MISTAKE #5

USE CTA'S + WORK BACKWARDS

5 MESSAGING MISTAKES

FIX FOR MESSAGING MISTAKE #5

**CTA = Bits of writing
towards the end that tell
people what to do.**

5 MESSAGING MISTAKES

**“What time today can I call
you to discuss her?”**

A good CTA uses words that
your prospects are used to
seeing and is to the point.

**WHAT ACTION DO I WANT
MY READER TO TAKE
AFTER THEY'VE READ THIS?**

BONUS MESSAGING MISTAKE!

**You're not using social
proof.**

5 MESSAGING MISTAKES

SOCIAL PROOF

Your best salesperson isn't **YOU**.

- Testimonials
- LinkedIn Recommendations
- Success stories
- Case Studies
- Endorsements
- Press
- Screenshots
- Statistics
- Quotes



Quick review...

How to Fix Your Sales Messaging Mistakes

1



**WRITE LIKE
YOU TALK**

2



**FLIP THE
PERSPECTIVE
TO “YOU”**

3



**FOCUS ON THE
BENEFITS, NOT
THE FEATURES**

4



**BECOME THE
BEST SUBJECT
LINE WRITER
YOU CAN BE**

5



**USE CTA’S AND
WORK
BACKWARDS**

6



USE SOCIAL PROOF!



CONGRATS!

WHAT TO DO NEXT?

**YOU HAVE THREE
OPTIONS.**

5 MESSAGING MISTAKES



OPTION #1

**KEEP DOING
WHAT YOU'RE
DOING.**



OPTION #2

HIRE AN EXPENSIVE SALES WRITER.

- **BEST IN BIZ** = \$10-20K PER PROJECT + ROYALTIES
- **AGENCY** = \$3-15K PER MONTH ON RETAINER
- **FREELANCE** = \$75-300 PER HOUR (MIN 10 HOURS, SO \$750-2500 PER PAGE)



OPTION #3

LEARN THE EASY STEPS TO WRITE POWERFUL SALES MESSAGES.

A SKILL THAT PAYS YOU FOR LIFE.

- **YOU CAN WRITE HIGH-CONVERTING SALES MESSAGES ON A MOMENT'S NOTICE**
- **INCREASE YOUR RESPONSE RATES EXPONENTIALLY TO MULTIPLY REVENUE**

www.recruiterscopyclinic.com





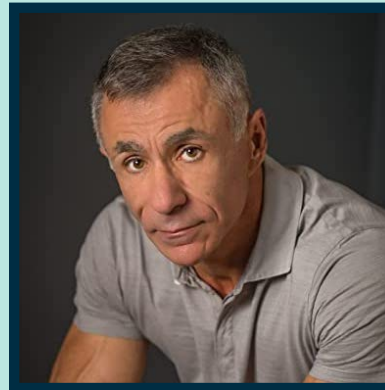
Henna Pryor

www.recruiterscopyclinic.com

Already switched some things up for a candidate blast and definitely getting more responses

I had been trying to get this client's attention for 4 months with zero luck. I used the blueprint you taught us and he got back to me within a DAY. Mind blown.

I just had to tell you that your Copy Clinic was a game changer and I really enjoyed all the sessions. I have such a hard time writing anything to anyone because I overanalyze everything. This has been sooooo helpful. Thank you!



"I didn't think writing could be taught. **Henna proved me wrong.** I hate being wrong, but I'll get over it with the money we'll make!"

DANNY CAHILL

Award-Winning Staffing Trainer &
President of Hobson Associates

Just wanted to show u sole progress from your lessons you taught me on fixing my message!

This has been working a lot lately on candidates

The copywriting workshop was awesome and already being put to use. [REDACTED] made one of the changes you suggested, and has already gained new commitments. The rest of our consulting team is wanting in on the fun!



Henna Pryor

www.recruiterscopyclinic.com/guide

