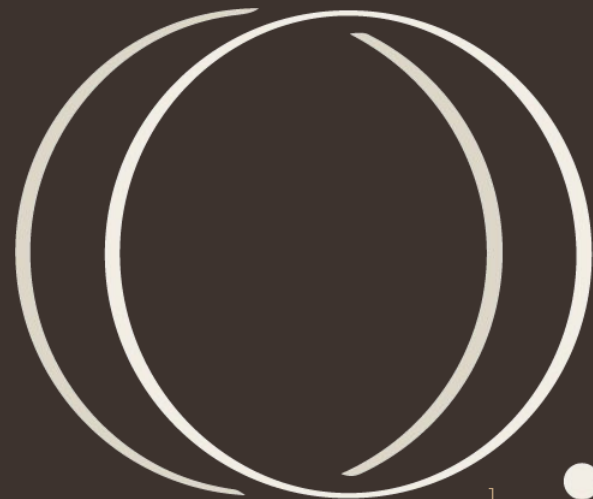


When the Market Changes, Your Message Has to Change

How recruiters can find new needs, reposition their expertise, and stay relevant.



The market changed. Your buyer changed.

The old environment rewarded:

Relationships
Reputation
Activity



The new environment requires more:

Relevance
Trust
Visibility
Differentiation

When business slows down, the instinct is **MORE**.

More outreach

More sales calls

More automation

More tools

More markets

More content

More activity

More of the wrong
thing just creates
more noise.

What has become harder or different in your market?

Think about the last 12–24 months.

Clients?

Candidates?

Sales cycles?

Compensation?

Internal hiring?

Technology?

Responsiveness?

Competition?

Write down 3.

- _____
- _____
- _____

You probably do
not need more
market research.

*You're already conducting it.
Every day.*



Your conversations tell you:

- What buyers are worried about
- What candidates are rejecting
- Where expectations are off
- Where hiring breaks down
- What keeps delaying decisions
- What people misunderstand

Think about your last 10
conversations.

What keeps repeating?

Ask yourself:

What am I explaining over
and over again?

A large, light yellow rounded rectangle with six horizontal lines for writing, intended for notes or a list.



Observation:

“This keeps happening.”



Interpretation:

“Here’s WHY it keeps happening.”



Expertise:

“Here’s what I think needs to change.”

I keep seeing:

Most people assume:

*I think what's actually
happening is:*

What I would advise is:

Adaptation can happen at 3 levels

1. Communicate your existing value differently

← *Start at #1.*

2. Use your existing expertise more strategically

3. Build something genuinely adjacent

Trust is built through repeated evidence.

People begin to trust you when they repeatedly see:

**You
understand
their world**

**You see
patterns they
miss**

**You have an
informed
point of view**

**You have
solved these
problems
before**

**You can make
sense of
complexity**

Rich Rosen

30 years recruiting sales talent for emerging software companies.

He writes about:

- Why great candidates walk away
- Why sales hires fail
- What founders misunderstand about compensation
- What works when building GTM teams

4M+

impressions

1.1M+

people reached

72%

outside his network

When business gets scary, people broaden.

“I’ll recruit anything.”

“I can help anyone.”

“Maybe I need another vertical.”

Broad = harder to
remember

Specific = easier to trust

AI makes these easier:

Research

Lists

Signals

Generic
outreach

Generic content

Summaries

*So what becomes more
valuable?*

- Judgment
- Interpretation
- Experience
- Relationships
- Trust

Your work is already producing the raw material.



The strange client conversation.



The offer that got rejected.



The role nobody can fill.



The compensation argument.



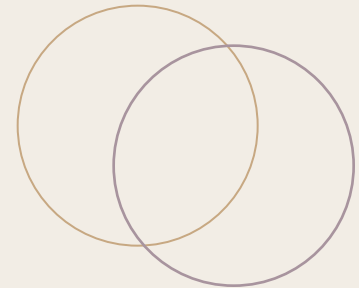
The requirement you challenged.



The candidate who told you why they left.



The search that exposed something bigger.



“I’m sure everyone knows that.”

“That’s probably not interesting.”

“Who am I to say that?”

“Nobody will care.”

“I don’t want to sound self-important.”



**Familiar to you
≠ obvious to them**

Katrina

“I already knew I was a really great recruiter.”

“I knew I was a subject matter expert.”

The expertise
wasn't missing.

The visibility was.

If an ideal client heard your name tomorrow...

What 3 things do you want them to immediately think?

1

2

3

Then ask:

What are you currently doing that creates those associations?

Personal brand is what people already believe about you before they need what you sell.

You build it through:

Content

Profile

Conversations

Comments

Email

Outreach

Proof

Speaking

Relationships



LISTEN

*What
changed?*



NOTICE

*What keeps
repeating?*



INTERPRET

*What does it
mean?*



POSITION

*What should
you be
known for?*



DEMONSTRATE

*Show how
you think.*



REPEAT

*Build
familiarity +
trust.*

My market is changing because:

A pattern I keep seeing:

What I think it really means:

What I know about this:

I want my market to associate me with:

This week, I can demonstrate that by:

You probably do not need to become a different recruiter.

You may need to:

- *Listen differently.*
- *Interpret more deeply.*
- *Get more specific.*
- *Communicate with more conviction.*
- *Make your expertise easier to see.*



When the market changes, the way you earn trust has to change with it.



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