

Foundations—a Pedestal Group Publication

VOLUME 1, ISSUE 1

FOUNDATIONS

The Pedestal Group

The Tool You HAVE To Be Using

Special points of interest:

- *Free Website Content*
- *Legal Update*
- *Great Reference Sites*
- *What I'm Hearing*
- *AND MORE!*

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GOOGLE. If you aren't using Google to find candidates or client information, you have not only missed the boat, but the other people have gotten on the boat, gone on the trip, are home and unpacked.

One command in particular is invaluable to finding people.

```
site:www.website.com  
"keyword" "keyword"
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(Did the lights brighten and music play as you read this?) This one command searches the website you enter for the keywords in quotes.

If the site you use is LinkedIn, (site:www.linkedin.com "title" "location") you get profiles of people who aren't in your network, may only have one

or two connections, and are often not found anywhere else on the web. These people have been told by a friend "You should get on LinkedIn!" so they do and connect to that friend. That's it. No effort put in, no network building, no nothing. But, a savvy recruiter can still find them just through this command. Try it with industry organization sites too—you'll be amazed what you find!

How can I use this for marketing? EASY. Same command, using LinkedIn, but this time put a company name in the quotes. The tricky thing with companies is be sure to use the name people use casually. LinkedIn profiles aren't



Try this once, you'll use it on every search!

resumes so they aren't perfect. If you were to do a search for Sanford Rose Associates, you would miss people who just used Sanford Rose.

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My New Favorite Thing In Outlook 2007

It has taken a LONG time to get used to Office 2007. So many things are different!!! I can't find the stuff I need and everything takes longer. BUT—there is one really good thing I have found in Outlook 2007.

We all want to keep up with all the blogs, websites, and

information sources but it can be tough to keep it all organized. Now in Outlook, there is a built in RSS reader. Hooray! When you click on the RSS reader, you can add any website to track—now all that reading is in one convenient location waiting for you to have time! Currently I follow

the following RSS feeds:

Tammy Erickson, Harvard Business Review—this woman is awesome. She blogs on the generations in the workforce.

MSNBC: Business—Gotta keep up with the news. When I can handle it. (con't on page 2)

Free Website Content

How do you get good content to send to clients that gets your name in front of them, represents you well, without investing hours and hours researching, writing and editing articles?

At the risk of getting on my soap-



Don't see what you need? Google "Free Newsletter Content"!

box, it is **ILLEGAL** to use someone else's article, even if you put their name on it, without their permission. Period. End of discussion.

But, there are sites that list free content for you to use! Using these sites allows you to find articles that appeal to your audience and then with the proper citation, send them out or post to your website!

Why do these people do it? For a variety of reasons. E-Heatharticles recommends authors post their content for promotional purposes. If you are an

aspiring author or want to be an expert in your field, what better way than to show where you have been published? Derek Stockley, among others, is a trainer who allows others to use his material to get his message out for him. This type of marketing increases his brand while helping you provide material to your clients. Some of these sites include:

<http://www.e-healtharticles.com/>

<http://derekstockley.com.au/newsletters/publication.html>

<http://www.easyhow-to.com/articles/>

Google Searching.... (con't from page 1)

ALWAYS GET A PERSON'S NAME, TITLE AND LOCATION FROM THE LINKEDIN PROFILE, OTHERWISE, IT WILL BE TOUGH TO FIND CONTACT INFORMATION

Now you get results that show you contacts at that company. But wait! Do more! Take a look at the locations and titles of the people you have found.

Can you tell anything about the structure of the company? What divisions are where? What kind of work is done

in each location? **HOW CAN YOU USE THIS INFORMATION TO MAKE YOUR CALLS WARM???**

Pretty slick, huh? Best part is, when a person at one company joins LinkedIn and likes it, they tell other people at the company. So all of a sudden you have a big influx of people all at the same company—the one YOU are trying to target! Not sold yet? How about this—the data on LinkedIn is more accurate than any other source because people put it up about them-

selves.

Great—you got it. But what if you need contact information because you don't want to call at work? I usually go to these sites in the following order:

www.zabasearch.com

www.411.com

www.peoplefinder.com

www.google.com

So go get Googling!!!

RSS Feed Management (con't from page 1)

Labor and Employment Law Blog—A really nice resource on what's changing in Employment Law. It can be tough sorting through the new FMLA, ADA (which isn't called that anymore) and other changes but I like the way this one is written.

Fistful of Talent—The writing is fun, the topics are interesting and one of the contributors is Tim Tolan. Gotta

keep up with what Tim is doing!

BNets Business Hacks—BNet has some great Newsletters that I get as well, but the Business Hacks allows me to keep up on tools and software that are generally cheap or free (gotta love free) to help me be more productive.

And the best part? All this information comes to me—I don't have to go

get it—and waits in my Inbox until I'm ready to read it. Okay—I'll admit it. I like Outlook 2007!

Easiest way to subscribe to a site—just look for the RSS icon:



My Favorite Reference Sites

Just a list of the sites I use to keep up on things:

People who spend a lot of time on line, on facebook, text messaging, or just talking to teenagers tend to use shorthand words for things. LOL is one more people know as Laugh Out Loud but others are more obscure (do your kids say, POS around you? You're the Parent Over Shoulder). To look those up, check out either:

<http://www.noslang.com/>

or

<http://www.urbandictionary.com/>

As someone who works in technology, I constantly run into acronyms I don't know. For instance a TWAIN driver is "technology without an interesting name". But how would you ever find that out?

<http://www.acronymfinder.com/>

Or for business words:

[http://webinars.eloqua.com/?](http://webinars.eloqua.com/?elqPURL-)

Page=2149&elq=10804FFECA684D61A274AD1D6E083E62

And of course, there is always the site I visit more often than almost any other. Where else can a closet data junkie get her fix? The Bureau of Labor Statistics!

<http://www.bls.gov/>



Reference sites can be so helpful—just don't forget to bookmark them!

Legal Update From NAPS—Contractors and Web Content

In a recent legal update from NAPS, Bob Style brought attention to the fact that the Department of Labor (DOL) will now enforce the Fair Labor Standards Act (FLSA). Lately the DOL has been sending letters to staffing and recruiting firms throughout the country indicating there may be an audit performed on the organization.

The important thing to note here is one of the areas they are reviewing is independent contractors. The DOL does not use the same standards as the IRS when determining if the person is truly an independent contractor. The

DOL looks at what Bob calls the "economic realities" of the relationship. The biggest test appears to be if the person can and does work for other firms in the same industry.

To add to this news, Congress is expected to re-introduce and possibly pass the "Employee Misclassification Prevention Act" which requires companies to inform people how they are being classified and gives them a way to challenge it. As written, it is calling for fines up to \$10,000 for misclassified employees as contractors.

In addition, one of the NAPS members has been threatened with litigation alleging that the member illegally used pictures on their website. It is not legal to copy pictures on the internet and use them without permission so be careful!!!

INDEPENDENT CONTRACTORS—HANDLE WITH CARE

Candidates—Build loyalty now!



We've always said today's candidate is tomorrow's hiring manager, but what do you

do as part of your marketing plan to capitalize on that?

Contacting candidates periodically requesting updated contact informa-

Today's candidate is tomorrow's hiring manager...

tion, update on status or just in general to let them know they are still in your database builds your brand while helping those candidates remember you when the time is right. Of course with the economy the way it is now you will get lots of resumes, but since when is that a bad thing? Candidates need to know they have allies now and as a recruiter, you are their best.

If the candidate is at a company that is hiring, your contact shows that you must be successful—you wouldn't need candidates if you didn't have searches—and people love to work with successful people. This also gives you a way to contact people and make it all about them. After all, who doesn't like to talk about themselves? So add an email to your marketing plan to start contacting those candidates!

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The Pedestal Group

Putting our clients where they belong.

The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right technology, how to better hire and manage people, how to set goals and create a strategic plan, or really attack and own your marketplace.

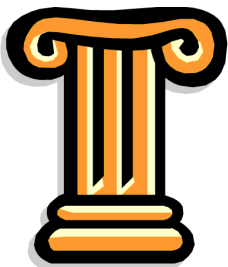
Our team has worked in a variety of industries including staffing, recruiting and executive search, retail, technology, healthcare software / IT, higher education and franchising and the consistent theme they have found it is very hard to see the forest for the trees. In small business, that is compounded by the number of resources available.

Our approach is unique in that we don't just say it is all about the customer, it really is. The Pedestal Group puts our customers on a pedestal – right where they belong. That isn't to say the customer is always right because that is an adversarial relationship – in our case, we always come to agreement. We are always in a partnership with our clients but also remember who's the most important – YOU.

The Pedestal Group - Putting our clients where they belong.

What We're Hearing....

Probably the biggest question I am asked is "what are you hearing out there?". Currently, things are tough—we all know that. I am definitely hearing more and more about searches



Sharing what I've heard recently from a variety of sources to help

that stalled somewhere in the process or the candidate bailed at the end. These are tough stories to hear, but they are reality.

The good news is in the last two weeks I am hearing many

more people with potential leads to searches. Instead of no return calls or no one to talk too, clients are starting to talk again and that's a good sign.

I was also cautioned recently to read the fine print—when the media talks about layoffs, they leave out the time frame. Many companies are saying layoffs but that is between now and 2010 or 2011. That's a long time to carry out those numbers and they may not happen that way.

Industry-wise, I heard recently that MRI corporate suggested to an office to stop using LinkedIn because his top recruiters were being lured away. STOP using LinkedIn? Wow.

A fun tip I heard that doesn't have a place anywhere else is in job postings, put a link back to your website. Job boards spend a lot of money on search engine optimization so those links are picked up as well and can increase your presence on search engines.

And finally, I heard a great quote this week that's still making me laugh:

Never Argue With Idiots—They drag you down to their level and beat you with experience.

Have a great month!