



DIGITAL RECRUITING PLAYBOOK CHECKLIST

Identified my Unique Selling Proposition

I am: _____

Identified my target market (pains, frustrations, desires, needs, wants)

My customers/team members are feeling: _____

Identified my plan to find my target market online and in person (IG, FB, Twitter, Email, Pinterest, TikTok)

I know I'll find my target market on/at: _____

Identified my message (pains I solve, value I bring)

The solution I bring: _____

Identified hot button to cause people to say yes to my offer

When I share _____ my target market says YES!

Identified the next steps in building my funnel

- Choose product or business opportunity as my focus
- Create an irresistible lead magnet to attract my target market
- Build an opt-in page to capture leads for my funnel
- Write emails that convert/sell
- Automate it so it works 24/7
- Creating social media content to attract my target market to my funnel