

# Recruiting: Promote Your Messages

## Create a 'Book of Greatness' in your Office Entry

*Purpose:* Show potential recruits the validity of the company; show clients how our company works; to educate your agents on the benefits of the company and office; to show clients testimonials of your agents  
*How this list is organized:* Topic/divider pages are in bold. Suggestions about what to include are listed under every section. Have fun and be creative. Use a task force in your office to create this recruiting resource while building teamwork and enthusiasm for your company culture.

*Excerpted from [The Complete Recruiter](#), which helps you create a dynamic recruiting strategy and specific plan, and includes recruiting letters and dialogues. For agents, [Your Professional Portfolio](#) provides the same type of guidance from an agent's perspective.*

**Your company name: Leading the Industry in .....**  
Introduction letter from manager

**Our Culture: The Foundation of Our Company**  
Vision, mission, beliefs, values  
Local, regional, national

**The Fundamental Difference: Our Agents Make us Great**

**Our History: .....**  
How We're Growing

**Local Management Support Assures You Come First**

**Our Training Programs Assure You Reach Your Goals**  
Our Learning-Based Belief  
Our company courses  
Examples of local courses/ local calendar  
Testimonials from attendees

**Our Agent Leadership**  
What it is  
Why we have it  
Who's on it locally

**Look Who's Joined**  
Noteworthy agents who have joined us

**Look What They're Saying**  
Agent testimonials about our company, office, management

**What Clients Tell Us About Our Service**  
Client testimonials

See [www.carlacross.com](http://www.carlacross.com) for more resources (more of Carla's resources are endorsed and recommended by CRS and CRB than any other trainer's).



---

Carla Cross Seminars, Inc. • 1070 Idylwood Dr. S.W. • Issaquah, WA 98027 • (425) 392-6914  
Fax (425) 392-6414 • VM 1-800-296-2599 • email: [carla@carlacross.com](mailto:carla@carlacross.com) • [www.carlacross.com](http://www.carlacross.com)