

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 for more resources (more of Carla's resources are endorsed and recommended by CRS and CRB than any other trainer's).

