



STEAL MY HIRING DOCUMENTS

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Salena Knight .com

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ONE OF THE MOST IMPORTANT ELEMENTS TO A SUCCESSFUL RETAIL STORE.

When you started your retail business did you think that hiring would be one of the most important elements to your retail success? Well, if you have been in business any length of time then I'm sure you have seen first hand how much of an impact the right or ultimately the wrong people have on your retail store.

In thinking about your current staff, how do they measure up? Do you have great people on your team or could you afford to up your game with an even better rockstar staff?

For me, in owning my stores throughout the years, I've hired and had to fire tons of people. Until, I narrowed down and streamlined my process to attract and hire the ultimate people to add to my team. Fun Fact: the person I hired (and still have 2 years later) replied with "I don't know what a cronut is, but I googled it and now I really really want one!")

Want to see why they responded that way? Keep reading to get my ultimate hiring kit to where I got some of the best employees to make my business a raving success.



NEED MORE GUIDANCE IN YOUR RETAIL BUSINESS?

Click here to schedule a free 15 Minute strategy session with Sal.

PROJECT CO-ORDINATOR CONTENT CO-ORDINATOR



When I was looking for a project coordinator I knew exactly the type of person I needed and that is exactly what I added to the ad. I wanted the applicant to read it and think "wow, that's me!" That is exactly what my project coordinator did and even responded with "I read this and it is me!" Below was my original job advertisement.

START HERE:

I'm looking for someone with a unique set of talents.

I know exactly who that person is.

They're a natural people person (perhaps they even get told that they talk 'a bit too much')

This is the kind of person that sits next to you on the bus, and starts a conversation, asks you how your day has been, and takes a genuine interest in the answer.

If there's no one to talk to on the bus, they'll be doodling pictures on a notebook, or perhaps mentally re-arranging the furniture in their home. They can appreciate the visual aspect, whilst still appreciating the details that go into making those changes.

This person will always say "you should try....", whenever you need a recommendation, whether it's for a physiotherapist, a great place to take your mum for lunch or the best bank for your business.

They seem to have an innate ability to know what you're thinking, what you need, and will go that extra mile to help out.

This person is that rare gem in today's society, that takes the time to hand write a thank you note (and remembers to post it).

When they're not being super-helpful, they'll be flicking through Pinterest looking for 'inspiration'.

They know their way around technology, and are more than happy to learn a new app/program/hack if it means things get done easier or better.

IS THIS FOR YOU

Know this person? Is it you?

Business is growing, and I'm looking for a Project Co-ordinator-slash-Content Co-ordinator

Who am I NOT looking for

Someone who doesn't commit. Sure, this is only a part time job for now, but business is growing, and I need someone who's ready to put as much faith in where we're heading, as I'm putting in to helping them grow their skills, and lead a small team to bigger things.

THEN READ ON

So Who IS This For?

Someone who's resourceful

A 'connector'

The person who will always ensure that a deadline is met

Is a visual person, with attention to detail

One who takes charge

Communicates well with others

Understands that working remotely is still a commitment

Loves taking on new challenges

Can accept blunt and direct feedback

Sounds EXACTLY like you?

GET THE APPLICATION PACK

For more retail biz strategies, visit www.salenaknight.com

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PROJECT CO-ORDINATOR CONTENT CO-ORDINATOR



Once the project coordinator candidate was ready to apply they were able click to get the application pack. You can see below in the application pack it was important to be sure the candidate read it in its entirety and send over all of the needed info.

Hi there,

Before we talk about the position, let's see if you think this is the kind of place you'd like to work.

When you read through the initial position, one of 3 things happened.

1) If you're like a lot of people, you read it, and clicked through, just because you had nothing better to do.

Best to leave know, you could be doing something WAY more productive

2) A few people will get to this part and be thinking, 'meh, I need to pick up some more work', I'll read on.

Don't bother, this is not the job for you.

3) A few (I mean like only a handful of people) read the position description and thought

OMG, THIS. THIS IS ME

Wtf, it's like you've been spying on me!

If that's you, then read on.

I'm Salena Knight - The Retail Strategist

What do we do at SalenaKnight.com?

I am passionate about helping independent retailers to grow their businesses so that they can have personal and financial freedom.

What do I want SalenaKnight.com to achieve?

I want independent retailers to have access to information that helps them grow the empire they've always wanted. I want to see them succeed, and to avoid the pain and pitfalls that could have been easily avoided with knowledge.

How will we get there?

I do this with my weekly podcast, where I interview industry and thought leaders to get their take on strategies that may help retailers; my weekly vlog, Bringing Business to Retail tv, which features an actionable strategy each week, with my signature course The Boutique Academy, and my Boutique Rockstars Mastermind

The Brand

My brand is fun, open, intelligent and a little quirky.

I love talking to people, am quite direct in my opinions and love helping others.

What I value

1) Honesty - seriously, please don't bullsh*t me with excuses. If something's up, we can talk about it.

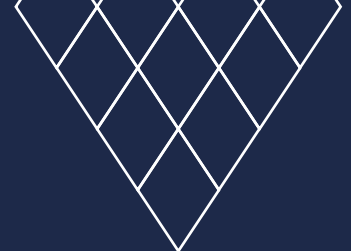
2) Punctuality - a lot of the work we do is time sensitive, so everything MUST be completed on time. If something's not working, go back to point 1, and we'll talk about it.

3) Input - working remotely means that we may not be able to 'jam' together, so providing input on a regular basis is a key part of our team.

The Position.

So, you read about the kind of person that I'm looking for, now you want to know what the position involves.

PROJECT CO-ORDINATOR CONTENT CO-ORDINATOR



Business is growing, and we are losing money because there aren't enough hours in the day.

Enter you.

You're going to help up recapture those lost sales and build the brand experience in the process.

What I need help with now:

- Re-working key opt-ins (lead generation).

Taking the content we have, tweaking it where necessary and working with our graphic designer to up-level our customer acquisition channel. This is not a role where you will need to create fresh content

- Sourcing and booking podcast guests
- Researching and pitching Sal to relevant external podcasts
- Programming partner affiliate campaigns into our working calendar, and coordinating/managing those campaigns
- Maximizing our joint venture partnerships and helping those people to promote the salenaknight programs

Of course, as we work together, your inherent super powers will start to show. When that happens, we'll be able to refresh the projects you work on, so they utilize those powers to the best of your ability.

Here's what happens next.

If you think this what you were born to do, send the following into to me by Monday 7th August 5pm EDT

1. If you've ever worked in retail, tell me one thing about your customers that always made you smile
2. Tell me the ONE thing about this position that made you apply
3. Let me know more about your knowledge of technology, as it relates to online marketing and/or ecommerce and/or working in a shop front
4. Listen to one episode of the podcast, suggest a guest and tell me why they'd be great to have on the show, then write a short pitch inviting them to be a guest on the show.

<https://itunes.apple.com/au/podcast/bringing-business-to-retail/id1095567676>

5. Give me an insight as to how you manage other (remote) team members when working remotely.
6. Tell me your desired salary
7. Include the following information
 - a. Name
 - b. City
 - c. State
 - d. Country
 - e. Phone number
 - f. Email

Feel free to include anything else about yourself that you think I might want to know.

I look forward to chatting soon!

Sal

VIRTUAL ASSISTANT PROJECT ASSISTANT



I have never been great at being very organized so when I posted the job for a virtual assistant I knew I needed an “organizing ninja.” Now, after finding great, qualified long term employees I have never been more organized and efficient in my business.

ARE YOU AN ORGANISING NINJA?

Are you a creative thinker?

Are you able to see when something needs extra attention?

Do your friends always expect you to organise catch ups?

Are you the person that seems to call everyone else?

Do you always have your diary handy?

Are you able to listen to information, then interpret into your own written words?

If you'd rather play on wordpress, than eat a cronut, then you might just be who I'm looking for (actually, it would be ok if you ate the cronut whilst playing on Wordpress, I'm not gonna make you starve).

This part time position will initially be 5-10 hours per week, but if you're a superstar who completely gets my brand, my customers and can rock Wordpress like a Katy Perry rocks a grass skirt in Roar, then we might just be onto something.

Must have skills and abilities:

1. Be super organised and be prepared to organise my calendar also.
2. Have I mentioned Wordpress? You don't have to be a programming guru, just know your way around it
3. Excellent written English skills
4. Ability to voice Skype for weekly meetings
5. Work without constant harassment from me.
6. See where systems/ideas/processes need updating, and speak up
7. A stable internet connection
8. Not have constant excuses as to why work hasn't been completed.

Even better, if you have knowledge of sales funnels/launches and/or Optimize Press, bestill my beating heart.

If you think this position fits your talents and abilities, please apply with confidence, don't just send me your CV. Tell me about yourself..

- what you like and don't like in a workday
- what one thing would you say you excel at?
- the value you could bring to our company

NO COMPANIES PLEASE - individuals only.

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VIRTUAL ASSISTANT PROJECT ASSISTANT



ORGANISING NINJA - APPLICATION AUTOMATED REPLY

Hi

Thanks for your application.

After hiring (and releasing) many freelancers, I like to be upfront from the beginning.

Just a few things I want to be upfront with:

I need someone I can rely on. I'm not up for spending weeks/months developing systems with you, only to have you tell me you have issues with your family/work/school/internet.

To be honest, I'm extraordinarily family friendly. My last business was built around it.

I appreciate family.

I have one of my own and will be more than accommodating. I just can't deal with another freelancer who tells me their partner left, their mum is sick, their dog died and therefore they can no longer work.

Like ever.

Pfft. It's frustrating.

So, I'm looking for a someone who will get on board with my team, and propel my new business to great heights. During launches, it will be a bit draining, but that's only a couple of times a year. The rest of the time, it's about pumping out really awesome content for my tribe.

Speaking of which, I haven't told you what I do yet.

Head on over to salenaknight.com to see what I do.

Essentially I need someone super organised who can managed my calendar and kick my butt when stuff is required. I get super focussed on what I'm doing and sometimes I get too caught up in the task at hand, and forget to get other things organised.

Each week I do a podcast and a short tv episode. These need to uploaded to multiple channels, have show notes done, be scheduled, have landing pages created etc.

I also need research done to find potential podcast guests as well as general admin tasks.

Can you give me a bit more information about how much time you have free each day and how many other clients you fit into those hours.

Thanks

Salena