



YOUR OWN
HEADHUNTING
BUSINESS

ElliotMarsh
HEADHUNTING PARTNERS

YOUR OWN HEADHUNTING BUSINESS

Wouldn't we all like to be our own boss? Wouldn't it be great to have nobody telling you where to be, who to meet, what to do or imposing completely unrealistic targets and objectives? Well if that thought appeals to you, then read on!

Do you have strong market knowledge and expertise that you've often thought you could use to run your own business? Perhaps you are considering a career change or have been made redundant and want to be in control of your own destiny, working whenever and wherever you want. Well, this could be the opportunity you've been waiting for!

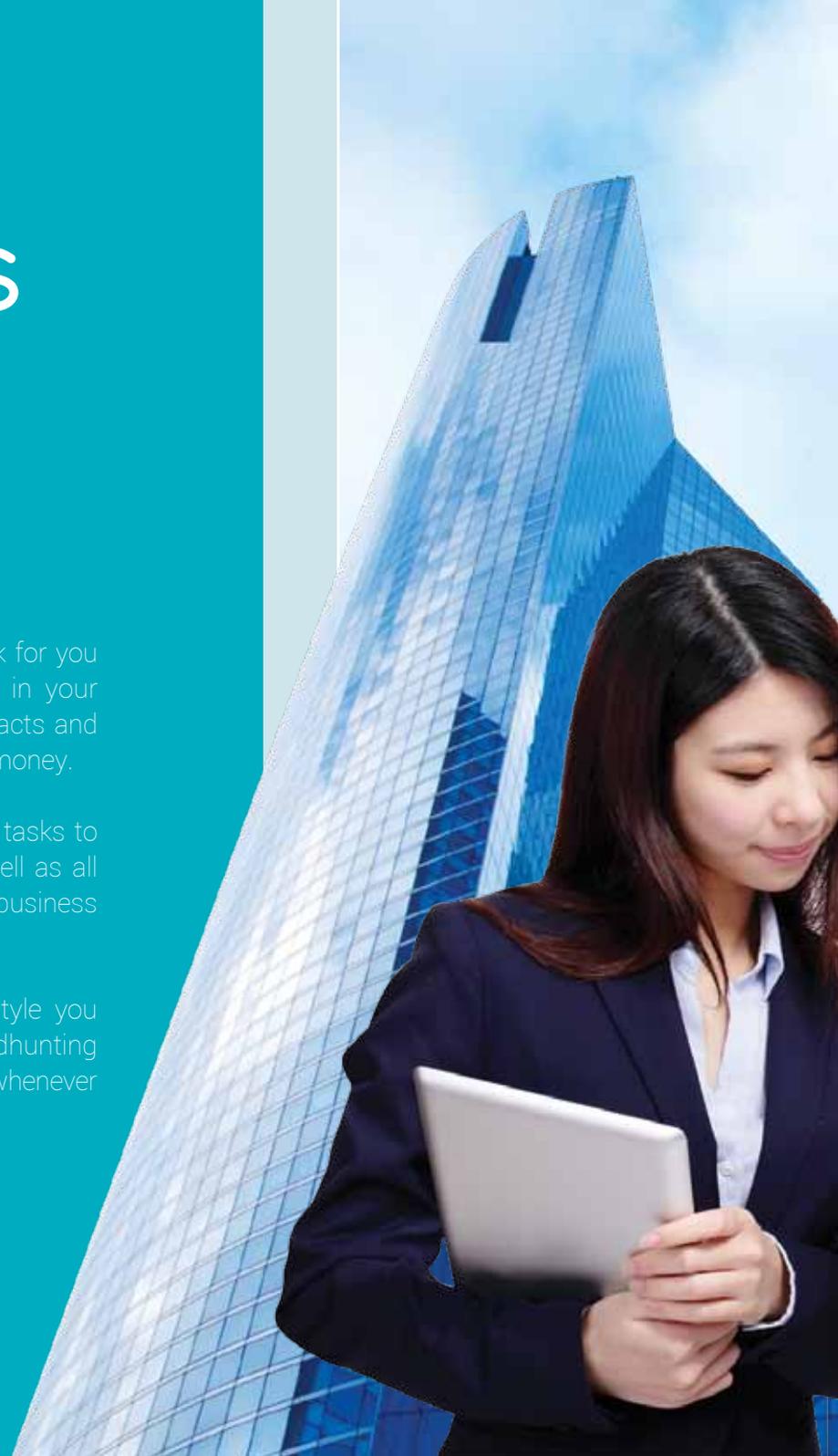
At **Elliot Marsh Headhunting Partners**, we invest our time and money to support you and more importantly, show you how to turn your extensive market knowledge and network of contacts into your own very profitable headhunting business.

And don't worry if you've never done headhunting before and this is a completely new career for you - it's meant to be! With over 15 years headhunting experience, we provide all of the training and support you'll need to become a great headhunter.

What's more, we do all of the hard work for you because we know your expertise lies in your market knowledge and network of contacts and by focussing on this, you'll make lots of money.

So we'll help you by undertaking all the tasks to register and set-up your business as well as all of the ongoing activities to ensure your business is a success.

So get the work/life balance and lifestyle you deserve by setting up your own headhunting business, and work the hours you want, whenever you want, wherever you want!





SO WHAT IS HEADHUNTING?

Headhunting is also known as Executive Search and is a specific type of recruitment.

In its simplest terms, recruitment is finding an individual who fits a specific role within an organisation, or put another way, it is finding the right solution to an organisation's resourcing problem.

However, headhunting goes much further than this as it is about proactively finding the best possible candidates available and interested in a specific role. It requires in-depth research to find those candidates who may not even be looking for a new role, whereas standard recruitment is focussed on candidates who are actively looking for a role.

Headhunting works by charging a fee for introducing a candidate to a business. There is a constant war to acquire the best talent within every market and businesses will pay top fees to

headhunters who can identify and introduce them to the top talent in their industry. This is where you can really add value with your market expertise and network of contacts enabling you to identify the right people for the right roles.

A typical headhunting fee is between 25 % and 30% of the salary depending on a number of factors including how hard the position is to fill as well as the credibility, expertise and strength of the headhunting brand.

As you will have the support of the Elliot Marsh Headhunting Partner Network and existing brand strength, this will provide you with the credibility to justify a higher fee than if you were purely a one man band.



01 CALL US
INITIAL MEETING TO
DETERMINE SUITABILITY



02 SIGN UP
IF YOU ARE SIGN UP
TO ELLIOT MARSH



03 TRAIN
ATTEND YOUR 2 DAY
TRAINING COURSE



04 MAKE MONEY
SET-UP YOUR
RECRUITMENT BUSINESS

SO HOW WILL IT WORK?

Initially, we will meet with you to discuss the opportunity and assess your suitability in order to determine whether you are likely to be a successful headhunter. We'll be up front and honest in our conversation with you as it's really important to us that we choose the right partners.

Although we ask for a nominal contribution from you to demonstrate your commitment, we invest significant time and money to set you up with your own headhunting business so it's essential for us to make sure this is the right opportunity for both of us, as we'll only be successful if you are!

If we both agree the opportunity is right, we'll progress to signing you up as an Elliot Marsh Headhunting Partner and provide you with an in-depth face to face training course which will focus on the basics of recruitment. We'll show you how to use your existing skills and knowledge to start headhunting via your network as well as how to source vacancies and candidates from scratch.

If you change your mind at this point and decide after the training that it's not likely to be the right opportunity for you after all, then no problem. We'll refund your contribution minus the minimal costs of the training course.

However, in the majority of cases, the training will emphasise how good an opportunity this is and we'll then progress to setting up your business including registration at Companies House, setting up your bank accounts, designing and building your website, and providing you with access to a market leading database.

We'll also provide detailed ongoing support via face to face, telephone and online training videos as well as a comprehensive operations manual, which will show you how to start acquiring candidates and vacancies, making placements and earning lots of money!

And we offer another money back guarantee! We'll refund your contribution less the training and website costs if you haven't made at least your initial contribution back within 12 months.

IS HEADHUNTING A GOOD INDUSTRY TO BE IN?

The short answer is yes! For starters, it's easy enough to get started once we have covered off the more challenging set up elements (such as company registration, financial set up etc), all you need is a phone and a computer with internet connection.

It's flexible, so you can work the hours you want and be in a location that suits you – your spare bedroom, your own office, or even your garden shed! It's also a great time to be starting a recruitment business as the economy is growing and with it, employer's confidence levels and recruitment needs are increasing. That means a battle for recruiting the most talented individuals which is where headhunting plays such a critical role for an employer and the statistics opposite demonstrate this is a good industry to be in.

So there is a big pool of talent that is just waiting to be presented with a better career opportunity. And there is significant growth potential too, as demonstrated by the numbers below.

£25 bn

annual UK market

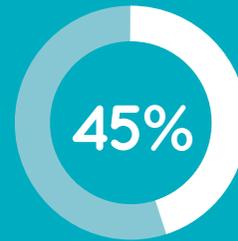
5%

year on year growth
rate until 2017

£90 bn

annual European market

Source: MarketLine Industry Profile 2013



of employers are looking to
increase staffing levels.

Source: CIPD Labour
Outlook Survey Spring 2014



of executives are more willing to
make a career move this year
compared to last year.

Source: Association of Executive Search
Consultants Annual Global Outlook Survey 2014



of executives plan to look
for a new role this year

So the headhunting and recruitment markets are good ones to be in with substantial growth forecast over coming years, so contact us to find out if the market is right for you.

HOW DO I KNOW IF THIS IS RIGHT FOR ME?

Understandably, you may wonder if this is the right career for you especially if you have never done recruitment before. If you've been in a specific market for a number of years, and have built up a good network of contacts, this is definitely a good opportunity for you. We will show you how to turn that network of contacts and your market expertise into earning power.

But there may also be other reasons why this might be the right fit for you. So to help you decide, take a look at the questions opposite and if you think you can answer yes to some (or all!) of them, then give us a call.

We would love to have a no obligation and honest conversation with you to identify whether this is the right career opportunity for you.



HAVE YOU GOT 10+ YEARS' EXPERIENCE WORKING IN A **SPECIFIC MARKET OR INDUSTRY?**



EVER DREAMED OF RUNNING YOUR OWN BUSINESS AND **BEING THE BOSS?**



BEEN MADE REDUNDANT OR **LOOKING FOR A CAREER CHANGE?**



ARE YOU A **SELF MOTIVATED** PEOPLE PERSON?



HAVE YOU GOT A WIDE NETWORK OF PROFESSIONAL AND/OR PERSONAL **CONTACTS?**



DO YOU WANT A **HIGH INCOME** FROM LOW RUNNING COSTS?



DO YOU HAVE ANY **SALES, MARKETING OR BUSINESS DEVELOPMENT EXPERIENCE?**



HAVE YOU RECENTLY LEFT ANY OF THE **ARMED FORCES?**

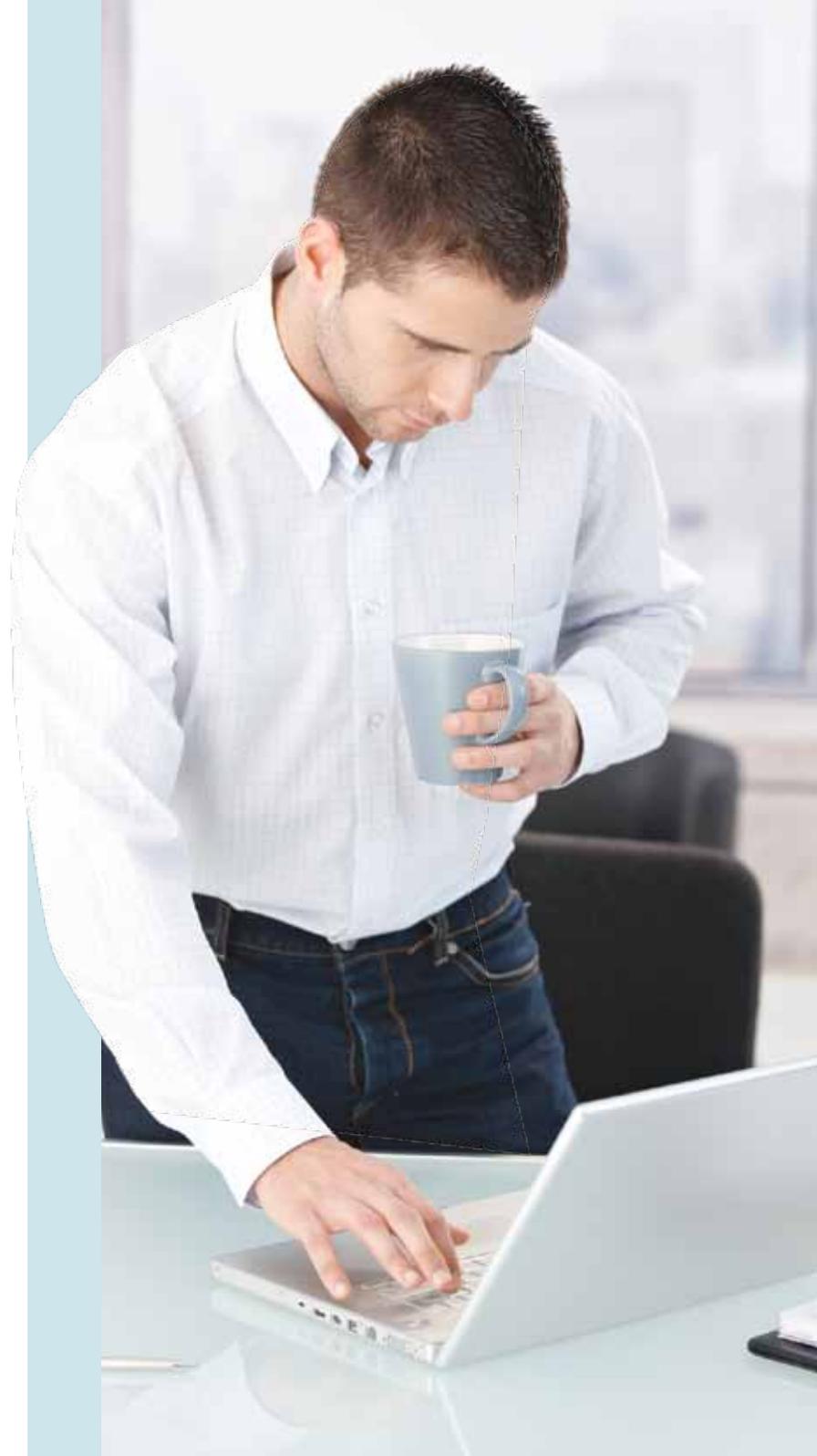
HOW MUCH COULD I EARN THROUGH HEADHUNTING?

How much you earn will be very dependent on a number of factors including how many hours you want to work and how many roles you want to fill!

Typically you will be working on relatively senior level roles where the average salary would be in the region of £50,000 or more. By placing someone in a job with a £50,000 salary, as an Elliot Marsh Headhunting Partner, you would expect to get towards the top end of a 30% commission fee and therefore £15,000, compared to a 10-15% commission fee (£5,000-£7,500) if you were a lower level recruiter or start-up working alone.

So you will only need to place 8 people a year in roles paying £50,000 or more at 30% to generate over £120,000 in billings. And it could be easier than you think.

As a specialist in your market or industry, you will have built up a strong network of professional and personal contacts that know you are a credible and experienced expert. We will show you how to turn that network of contacts and your market expertise into a profitable headhunting business.



HOW CAN I START EARNING FROM HEADHUNTING?

Once you've completed our in-depth training course, if you think this is still right for you, we'll complete all the set-up to get your business launched, and support you in making your initial placements.

The first step will be to simply start calling all the people you know. On every call, put your training into practice and find out if your contact is looking to employ someone or is looking for a job themselves.

And there you have it – an easy way to get a vacancy and/or a candidate!

Then all you need to do is match candidates to vacancies, arrange the interviews and if successful, we'll sort out all the invoicing for you! And your contact may know people who are looking to recruit or looking for a job so ask this question too.

Is it really that easy? Well, it might not be immediately as it will take some practice to perfect, but with all the help and support we provide you with, it won't take long before it becomes a lot easier than you think.

And we will be on hand at every stage providing guidance, training and feedback throughout the process. We invest significant time and money to set you up, so we will be doing everything necessary to maximise your chances of success. We also don't charge any fixed management fees; we simply take a small percentage of your billings. So we only make money if your business is successful and our services won't be a monthly drain on your funds.

Just think, if you know 100 people and each of them know 100 people, that's 10,000 potential warm leads just waiting for you.



WHAT DO WE PROVIDE TO YOU?

In a nutshell, pretty much everything to set-up your own business including all the back office infrastructure required, as well as all the up-front and ongoing training to enable an effortless transition to your new career.

We also provide you with the following on an ongoing basis:

- » Invoicing and credit control
- » Monthly financial reporting including full reconciliation with business bank account
- » Submission of all relevant financial reports in compliance with HMRC legislation including VAT returns and end of year accounts
- » Website hosting/updates
- » Expert consultancy whenever you need it
- » A suite of training material and support
- » Business and Marketing planning
- » Access to research resource enabling you to source candidates as well as vacancies for your area of expertise.



LEGAL

- » Compliance with all elements of Companies House
- » Company registration
- » Articles of Association



ACCOUNTANCY

- » VAT registration
- » Support with setting up a bank account
- » Financial accounting software that will ensure compliance with all relevant tax legislation



TRAINING & SUPPORT

- » In-depth face to face training, as well as access to a wide range of online training resources
- » Database training
- » Operational Handbook



OPERATIONS

- » Licensing access to a secure and robust database
- » IT system set up
- » Assistance with telephone system set-up including any virtual answering system



MARKETING

- » Development of company branding including name and logo
- » Providing of fully branded business materials including business cards, letterheads, logo
- » Your own bespoke website including purchase of domain name registration and hosting set-up
- » Support in identifying and developing a Marketing strategy and implementation plan



SO WHAT'S THE SMALL PRINT?

We don't believe in small print. Our relationship with you will only work if both parties are up front and honest and we are both convinced this is the right opportunity for you. So we feel really strongly about highlighting the commitment required from you and the costs involved.

We ask for a £10,000(+VAT) up front contribution to demonstrate your commitment as we invest significant time and money to get your business up and running.

Initially, we ask for a 5 year commitment from you – although don't forget our money back guarantees mean that you can cancel this commitment after the training or if you haven't made your contribution back after the first 12 months.

The final cost is a management charge for the ongoing services we will be providing your business with. This is a percentage of how much you invoice, and will vary depending on annual billings, but the maximum we charge is 25% of any invoice. And because this is a percentage of how much you invoice, if you don't earn anything, neither do we!

We provide a money back guarantee that will mean a full refund of your contribution minus the training and website costs if you haven't made your contribution back after the first 12 months.



A BIT ABOUT US

Elliot Marsh Headhunters was set up in 2000 and has over 15 years of recruitment and headhunting expertise, delivering to small, medium and FTSE 100 clients through both good and tough economic times. The business is led by 3 managing partners who between them have over 45 years headhunting and marketing experience.

We believe in delivering first class service for our partners, and as a partner we are committed to providing you with all the tools you need to both set your business up successfully, and progress to growing it in the longer term if that's what you desire. We take all the hard work out of your hands to enable you to focus on making placements – and we can even help with finding you vacancies to fill and suitable candidates if required!

But we only get involved as much as you want us to be – this is your business, you own 100% of the shares and can grow it as much or as little as you like, working whatever hours suit your lifestyle. Ultimately, if you ever want to sell it, any sale proceeds are 100% yours.

What's more, with [Elliot Marsh Headhunting Partners](#), you get the advantage of being part of a bigger group and the buying power that can entail for supplier negotiations and discounts.



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