



Executive Recruiting National Training Program



I want to initiate/start an **Executive Recruiting National Training Program**.

With this National Training Program, I plan to utilize my 18 years of owning and operating my own Executive Recruiting Business. To show other aspiring entrepreneurs how to operate their own recruiting business.

I have developed the training program. I have trained recruiters in the past. The training takes 3 to 5 days of in-person training (depending on the needs of those being train in the class). Additionally, the training involves 1 year of free access to Paul J Lloyd to answer any of those questions – or assist in any way – to help trainee to succeed.

Some Advantages or Points to Consider:

The business can be operated as a home-based business.
The 1-time fee is 30x less expensive than a franchise fee.

Executive Recruiting is one of the most profitable businesses to operate today. My goal of offering this to 1,000 entrepreneurs is an ultra-conservative goal...there are 10's of 1,000's of people looking for an opportunity like this

I plan to begin offering this National Training Program as of May 1st, 2022, depending on being able to access the necessary funding and addressing a minor health issue.



Experience: (Paul)

Paul Lloyd has the experience to offer this National Executive Recruiter Training Program. This PLAN calls for the hiring of an administrative of assistant. Both Paul and the new AA are sufficient to serve the new recruiters who sign up for the National Training Program. Paul's experience is extensive an outlined below. The new AA will need to have some technical experience with the computer.

Paul J. Lloyd, 61 years old, born and raised in Whitehall, PA. Paul's value is his extensive experience. Paul no longer recruits due to his vision impediment; His mind is sharp and his ability to coach and teach via video or telephone is invaluable.

Graduated from Allentown Central Catholic High School in 1978 and La Salle University (Philadelphia, PA) in 1992.

Founder of San Joseph for The Poor in Central America

Worked in banking for 17 years, Managing Member of LCG, founder and owner of Lloyd and Associates for 16 years and founder and CEO of Main Street Market Exchange.

Paul recruited in the banking industry, recruiting Commercial Lending, Credit Analyst, Branch Manager, and other bankers.

Paul's availability to help new recruiters is priceless. His recruiter skills or the results of following the system of the #1 recruiter trainer in the world, Steve Finkel.

The name of Paul recruiting business was Lloyd and Associates. He operated his recruiting business from his homes in Pennsylvania and Central America.

Previous to working his recruiting business, Paul was the Managing Member of Lehigh Chemical Group, representative business for various manufactures. Before Lehigh Chemical Group, he spent 18 years in the Banking Industry as a Manager and Commercial Lender.

Attendees who complete the training program, will be able to operate their own Executive Recruiting Business from any location with an internet connection. The training that Paul offers is base of the training he receives from the #1 recruiter trainer in the US.



TIME MANAGEMENT:

Spend the RIGHT amount of time on the RIGHT tasks...the KEY to success.

Time Management for Paul:

- 1.) Hire, Direct, and Monitor the daily tasks of the new AA. Establish PLANNED Daily PLAN for new AA. (i.e., 30 pro-active phone calls. Follow-ups. Feed and Maintain Social Media Sites, etc...).
- 2.) Advocate and Mention new National Training Program on each Daily Podcast for MSME.
- 3.) Determine use – and rate of use – with the infusion money for advertising.
FIRST THINGS FIRST – TOUGH STUFF FIRST

Time Management for NEW AA hired:

- 1.) Adhere to Daily Plan.
- 2.) Record Daily Results – Keep Score.



3.) CASH FLOW ANALYSIS:

Cash flow analysis manages the INFLOWS and OUTFLOWS of Cash. Understand SOURCES and USES of Cash.

Step #1: Determine how cash flow affects personal cash flow of PLAN originator.

Step #2: Quickly list mayor Cash Sources and Cash Uses of funds.

Step #3: Illustrate how the income and expenses affects the cash flow. Summarize.

Step #1: No need to consider Salary or personal cash flow for Paul...Paul gets paid \$2,000 on each Sale.

Cash Inflows (source of cash)

- 1.) \$15,000 infusion
- 2.) \$5,500 for each sale

Cash Outflows (uses of cash)

- 1.) \$450/ monthly Salary for AA
- 2.) \$88 monthly Dividend
- 3.) \$300/month Advertising



National Training Program Cash Flow: Points to Consider:

- **\$5,500 (CASH SOURCE)** is the 1-time fee paid by each new recruiter.
- 7% Dividend monthly payment to investor on \$15,000 infusion...amount to \$88 per month. (CASH USE)
- Salary for AA is \$450/month (CASH USE).
- Investor gets \$2,000 per SALE; \$1,000 per month after initial infusion amount of \$15,000 has been repaid. (CASH USE).
- **FIXED COSTS (CASH USE):** (1) \$450/month for AA, (2) \$50 monthly internet expense for new AA, (3) \$88 for Monthly Dividend paid to investor. Total of **Fixed Costs - \$588...or \$600.** (***)**Create new EXCEL boxed summary for Fixed Costs**)
- **VARIABLE COSTS (CASH USE):** (1) \$50 - Office Supplies, (2) \$300 -Advertising on Social Media, (3) \$300 - Bonus for AA based on performance. **Total of Variable Costs - \$650.**



Graph#1

SALES (SOURCE/INLOW OF CASH): 30 sales for Graph 2. \$5,500 per sale.

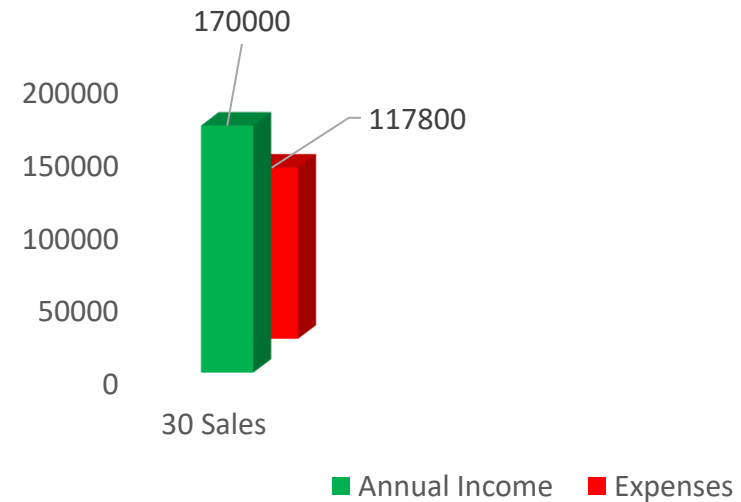
- 4 sales (\$22,000) in March, 4 Sales (\$22,000) in May, 6 sales (\$33,000) in June, 6 sales (\$33,000) in August, 8 sales in October, (\$44,000), 2 sales in December (\$11,500) – Total Annual Sales - \$165,000
- CASH from Initial Invest Infusion - \$1,000 in January, February, April, July, September – Total of \$5,000
- **Total Annual Cash Inflow - \$170,000**

COSTS (USE/OUTFLOW):

- FIXED Costs – \$600 each month, total of **\$7,200**
- Variable Costs - \$650 – every other month – starting February, total of 6months x \$650 = **\$7,800**.
- **Paul (\$2,000/Sale)** March - \$8,000, May - \$8,000, June \$12,000, August - \$16,000, October - \$16,000, December - \$4,000 – **Paul Total - \$60,000**.
- **Additional spending on Social Media Advertising - \$400 per month or \$4,800 per year**
- **Investor** (\$2,000/Sale to \$15,000 repay, \$1,000 per sale thereafter), March - \$8,000, May - \$7,000, June - \$6,000, October - \$8,000, December - \$2,000, for an **Investor Total - \$31,000**.

3 big unexpected expenses – April \$1,500 new computer for AA, June \$1,000 new printer and TECH help, \$4,500 3 TRADE SHOWs - \$1,500 each- in April/September/December – **total of \$7,000**

- **Total Annual Cash OUTFLOW - \$117,800**



Cash Position - Total Cash Inflow - \$170,000 – Total Cash Outflow - \$117,800 = + \$52,200

#4.) CONSTANT STREAM OF CUSTOMERS (CSC)

Each Company needs to obtain a **CONSTANT STREAM of CUSTOMERS**. Accordingly, determine the proactive prospecting you need to do, what advertising and marketing is needed/warranted, and how you can establish yourself in the business. Specifically, for the **National Executive Recruiting Training Program**, you need to determine:

Pro-Active Prospecting/Promotion Needed:

- A.) AA make 30 Pro-Active **Telephone Calls** Each Day
- B.) **Advertising** (i.e. Mail, letters, ads in newspaper, radio, etc.). Initially, **social media - \$300 month.**

Flyers/Handouts/postcards/news releases: **send 4 New Releases per month.**

Of calls to people in the related trades/related professions (for referrals):
5 calls per day.
- C.) Monthly or quarterly Newsletters: **Initiate 12/1/2022**
- D.) Invite to # of **webinars, seminars, podcasts** and GO-TO mtgs: Establish 6/1/2022 Insert webinar or seminar photo
- E.) Start a **5 x 8 index card system**, a workable-format, and measurable prospecting approach? Yes asap (**insert phot of index cards),
- F.) **Radio Station** News Releases: **5 per week / invite to daily Podcast.**
- G.) Consistent/constant collaboration & **discussions with Paul.**



Address the **5 Core Components of the CSC process**. When you are planning for a constant stream of customers, you need to address the: **What, When, How, Why, and How Much**. Here's a brief example of implementing the game plan and actions needed to create a constant stream of customers...as it applies to your main administrative assistant. You can also plug in your specific duties in the margin.

A.) WHAT TO DO? We need to have someone devote 90% of their day, to promote the business. Specifically, we are going to:

- 1.) Hire an AA pay her \$450 month, identify by May 1, 20122. answer the main phone #new magic jack #.

Pro-actively call 30 TOP TARGETED prospects per day

- 2.) Respond via email, text, and phone to inquiries
- 3.) Remain in contact with Paul daily
- 4.) Perform all administrative work for the day

B.) WHEN TO DO IT?

- 1.) Her hours are 8-4, Monday thru Friday.
- 2.) She will start her calls immediately after arriving. 9-10 and 2-3 each day.
- 3.) Target (each day) communications for upcoming day (plan for the upcoming week).

C.) HOW WILL THIS PROPECTING WORK?

- 1.) Telephonically, 30 pro-active calls, leave lots of messages
- 2.) Telephonically, warm names and follow-ups from Paul.
- 3.) Focused calls to: Pastors, radio stations,
- 4.) Initial focus on 'OPENING SPECIAL DISCOUNT OF 80%'.
5.) News releases to Radio Stations, Newspapers
- 6.) Invitations to Podcasts, Webinars
- 7.) Monthly Social Media Advertising



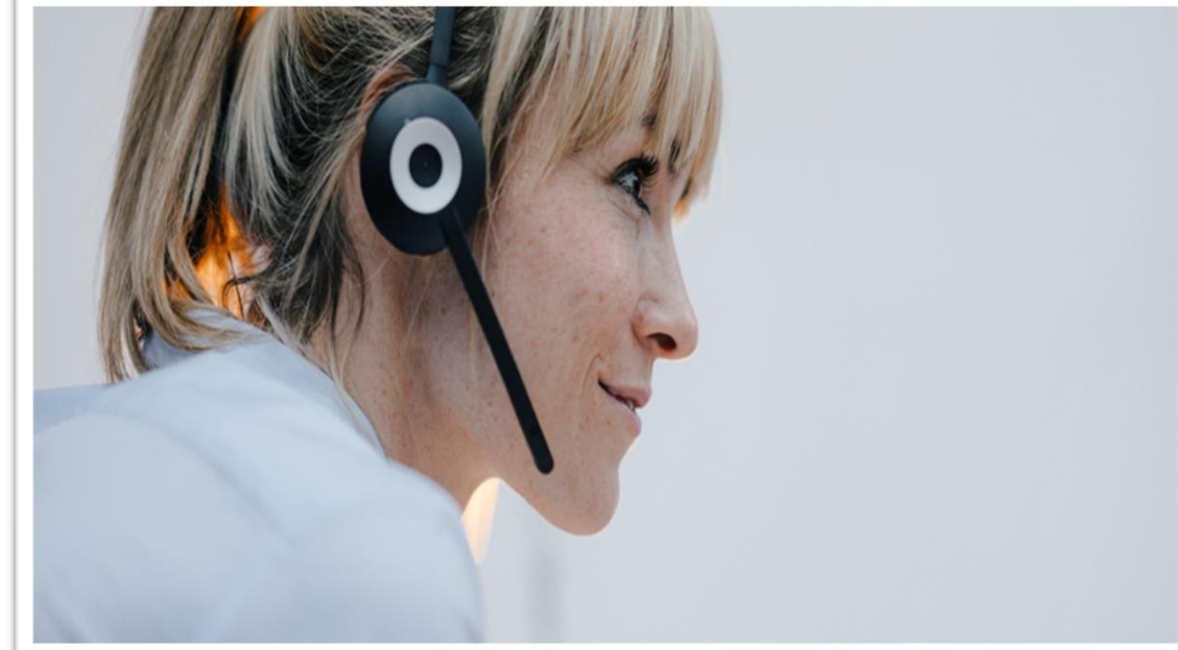
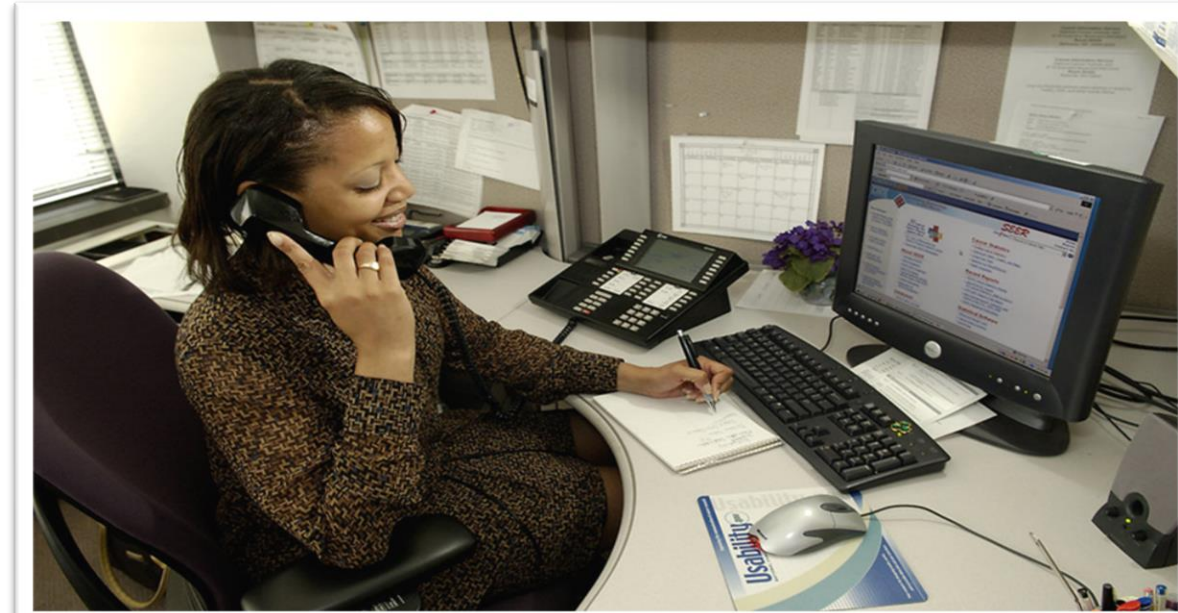
D.) WHY DO IT AT ALL?

- 1.) Telephone Prospecting works – the telephone is powerful
- 2.) Advertising, podcasts, webinars work...measure activities and effectiveness daily
- 3.) Doing nothing Cannot operate profitable by just sitting back and waiting for the phone to ring.
- 4.) Most business fail due to lack of focus door)

E.) HOW MUCH SHOULD WE DO?

- 1.) **Everyday**...keep score
- 2.) **Social Media Advertising:** Monitor and adjust as needed.
- 3.) **Invitations** to daily Podcasts and webinars vital
- 4.) **Management of Prospecting is KEY.** Do what works.

When determining the activities to perform to ensure a constant stream of customers, you need to establish **GOALS** in order to Quantify Each Activity...and to ensure that you complete the task properly and achieve your required **RESULTS**.

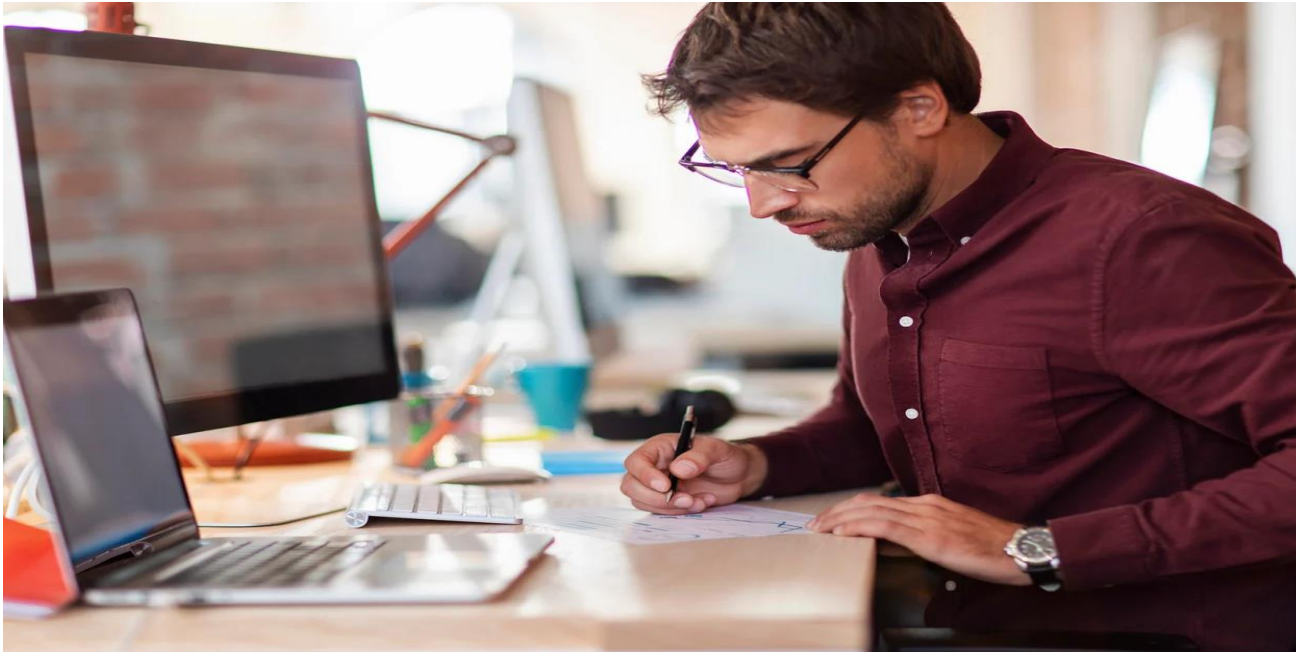


#5.) DAILY PLAN

The daily plan for the secretary needs to be communicated effectively 95% of office staff do not have a daily plan, do not follow a daily plan, they have a notion of the daily plan.

The secretary, eligible for commission of each sale after 90 days must follow the instruction of Paul and the investor to implement the daily plan. The following items are certain aspects of the daily plan must implement:

- Minimum of proactive 25 calls a day. Put photos
- Follow up to calls strictly enforce.
- Updating of contact software mandatory.
- Social media AD implementation (daily).



#6.) ORGANIZATION

Focus on 3 Primary Aspects of Organization:

- 1.) Organize Desk and Workspace.
- 2.) Organize your TARGET market.
- 3.) Organize on the Delivery of the Product.

1.) Organize Desk and Workspace:

- NEW AA Desk organized for success.
- Basic Filing system. Adhere to Training by Paul. No excuses.
- Daily Tasks Adhered to Daily – Desk must support efforts
- Writing things down, meeting timelines, following up.
- Adhere to Principles of ‘Work and Win at your Desk’ offered in Session #6 of Business Boot Camp offered by the Main Street Market Exchange.

2.) Organizing Your Target Market:

Telephone calls to - Existing Recruiters, Real Estate Agents, Pastors
Social Media Advertising – Defer to Expert. \$300 per month
Focus on INVITATIONS to website, MSME Podcast

- a.) Determine, Identify, Categorize, and Segregate your TARGET Market (s).
- b.) Determine Specific REVENUE STREAMS...organize daily approach, accordingly.
- c.) Determine Approach to Add Value to TARGETED market.
- d.) Develop organized Company Structure to ensure CONTACT with appropriate TARGETS.

3.) Organize Delivery of Product:

Voluntary – Non-Franchise - Disclaimer

Do Training – 3 day in-person training

CLOSING Checklist Contractual: MSME adheres to **Free People’s Act of Deal Sovereignty**

Signed Agreements Skype, Go-To, What’s App, Viber

Technical - Market



#7.) PERSONAL PREPAREDNESS AND PERSONAL ASSESSMENT:

- Paul is 61. Banker for 18 years. Managing Member for 3 years. Banker again for 2yrs. Executive Recruiter for 17 years.
- Founder of Home for the Poor, Central America, Lloyd & Associates-Recruiting, and The Main Street Market Exchange
- Founder of National Executive Recruiter Training Program
- New AA hire essential
- Recent Eye Surgeries are over.
- Utilize Experience to Train Minimum of 75-100 new Recruiters a Year
- Contractual

FOUNDER OF HOME FOR THE POOR, CENTRAL AMERICA.



#8.) PROJECTIONS

GRAPH #1

SALES (SOURCE/IN FLOW OF CASH): 30 Sales for Graph 1. \$5,500 per sale. •4 sales (\$22,000) in March, 4 Sales (\$22,000) in May, 6 sales (\$33,000) in June, 6 sales (\$33,000) in August, 8 sales in October, (\$44,000), 2 sales in December (\$11,500) – Total Annual Sales - \$165,000

•CASH from Initial Invest Infusion - \$1,000 in January, February, April, July, September – Total of \$5,000

•**Total Annual Cash Inflow - \$170,000**

COSTS (USE/OUTFLOW):

fixed Costs – \$600 each month, total of **\$7,200**

Variable Costs - \$650 – every other month – starting February, total of 6months x \$650 = **\$7,800**.

Paul (\$2,000/sale) March - \$8,000, May - \$8,000, June \$12,000, August - \$16,000, October - \$16,000, December - \$4,000 – **Paul total - \$60,000**.

Additional spending on social media advertising - \$500 per month or \$6,000 per year

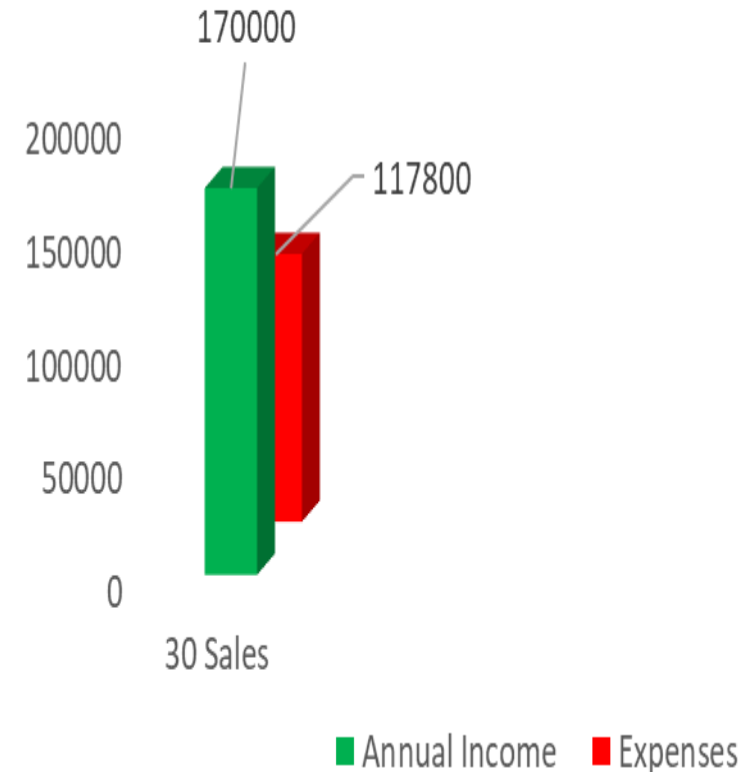
•**Investor** (\$2,000/sale to \$15,000 repay, \$1,000 per sale thereafter), March - \$8,000, May - \$7,000, June - \$6,000, October - \$8,000, December - \$2,000, for an **investor total - \$31,000**.

•**3 big unexpected expenses** – April \$1,500 New Computer for AA, June \$1,000 New Printer and Tech help, \$4,500 3 trade shows - \$1,500 each- in April/ September/December – **Total of \$7,000**

•**Total Annual Cash Outflow - \$117,800**

Cash Position - Total Cash Inflow - \$170,000 – Total Cash Outflow - \$117,800 = + \$52,200

•USE and SOURCE of initial infusion: \$15,000 infusion (need excel box...for running total of initial infusion money) assume use of 5 different \$1,000 deposits. \$15,000 - \$5,000 + **\$10,000 left over from 5 - \$1,000 infusions.**



GRAPH#2

SALES (SOURCE/INLOW OF CASH): 50 Sales for Graph 3. \$5,500 per sale. 2 sales (\$11,000) in January, 3 Sales (\$16,500) in February, 4 Sales (\$22,000) in March, 6 Sales (\$33,000) in April, 6 Sales (\$33,000) in May, 7 Sales (\$38,500) in June, 7 Sales (\$38,500) in July, 2 Sales (\$11,000) in August, 6 Sales (\$33,000) in September, 2 Sales (\$11,000) in October, 2 Sales (\$11,000) on November 3 Sales (\$16,500) December,

– Total Annual Sales - \$275,000

CASH from Initial Invest Infusion - \$1,000 in January, February, April, July, September – Total of \$5,000

Total Annual Cash Inflow - \$280,000

COSTS (USE/OUTFLOW):

- FIXED Costs – \$600 each month, total of \$7,200
- Variable Costs - \$650 – every other month – starting February, total of 6months x \$650 = \$3,900.
- Paul (\$2,000/Sale) March - \$8,000, May - \$8,000, June \$12,000, August - \$16,000, October - \$16,000, December - \$4,000 – Paul Total - \$64,000.

Additional spending on Social Media Advertising - \$400 per month or \$4,800 per year.

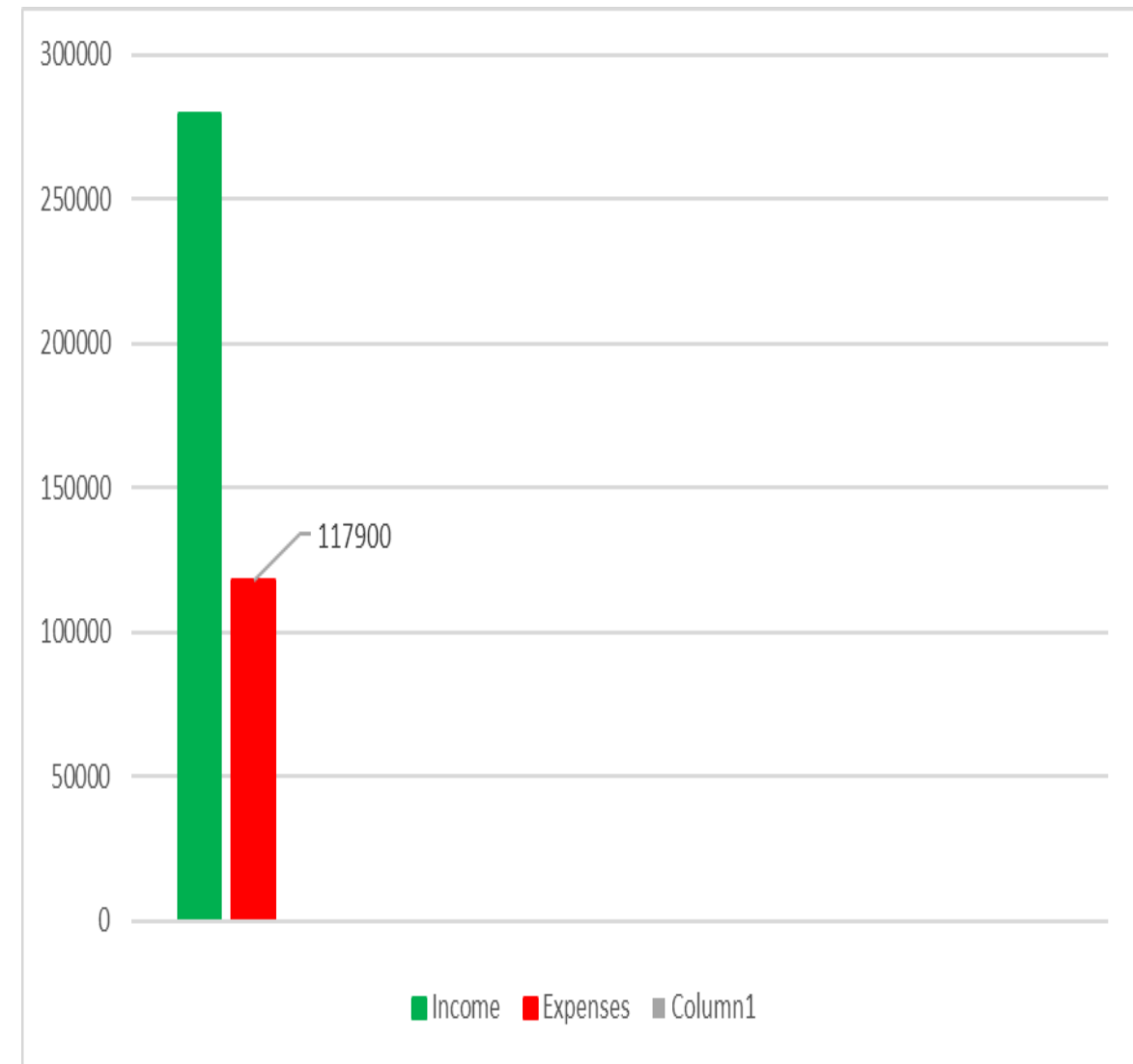
Investor (\$2,000/Sale to \$15,000 repay, \$1,000 per sale thereafter), March - \$8,000, May - \$7,000, June - \$6,000, October - \$8,000, December - \$2,000, for an Investor Total - \$31,000.

3 big, unexpected expenses – April \$1,500 new computer for AA, June \$1,000 new printer and TECH help, \$4,500 3 TRADE SHOWs - \$1,500 each- in April/ September/December – total of \$7,000

Total Annual Cash OUTFLOW - \$117,900

- Cash Position - Total Cash Inflow - \$280,000 – Total Cash Outflow - \$117,900 = + \$162,100

USE and SOURCE of Initial Infusion: \$15,000 infusion (need EXCEL Box...for RUNNING TOTAL OF INITIAL INFUSION MONEY) assume use of 5 different \$1,000 deposits. \$15,000 - \$5,000 + \$10,000 left over from 5 - \$1,000 infusions.



GRAPH#3

SALES (SOURCE/INLOW OF CASH): 75 Sales for Graph 3. \$5,500 per sale.

6 sales (\$33,000) in January, 7 Sales (\$38,500) in February, 9 Sales (\$49,500) in March, 10 Sales (\$55,000) in April, 6 Sales (\$33,000) in May, 7 Sales (\$38,500) in June, 7 Sales (\$38,500) in July, 2 Sales (\$11,000) in August, 6 Sales (\$33,000) in September, 4 Sales (\$22,000) in October, 5 Sales (\$27,500) on November 6 Sales (\$33,000) December,

– Total Annual Sales - \$412,500

CASH from Initial Invest Infusion - \$1,000 in January, February, April, July, September
– Total of \$5,000

Total Annual Cash Inflow - \$417,500

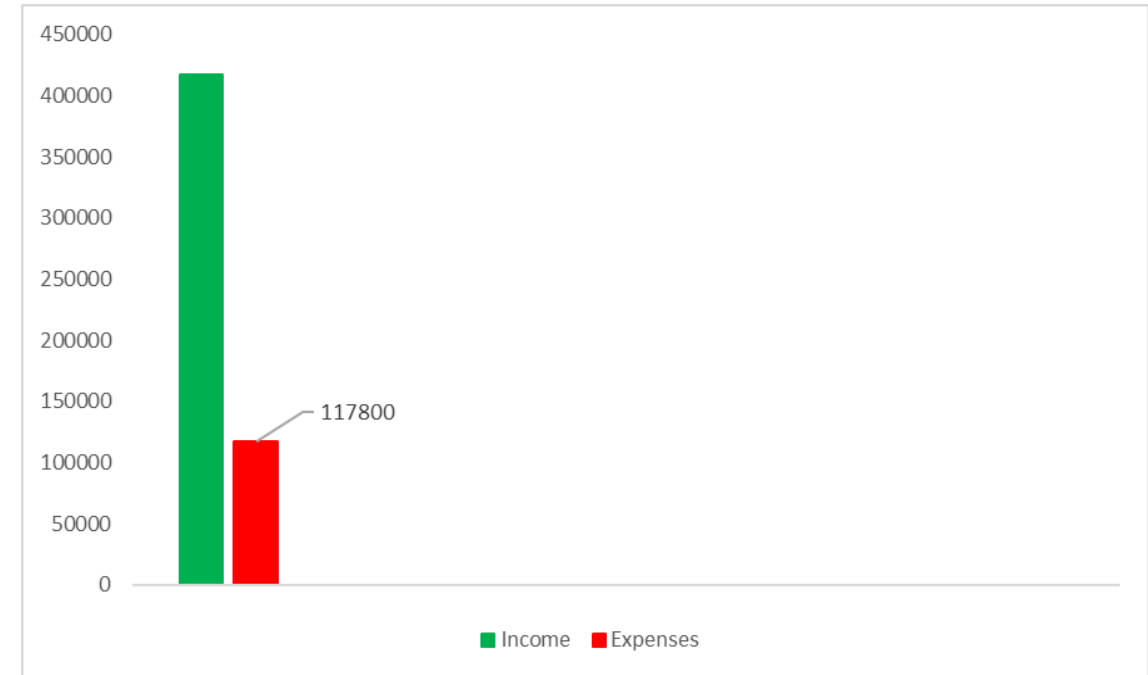
- **COSTS (USE/OUTFLOW):**
- FIXED Costs – \$600 each month, total of **\$7,200**
- Variable Costs - \$650 – every other month – starting February, total of 6months x \$\$650 = **\$3,900.**
- **Paul (\$2,000/Sale)** March - \$8,000, May - \$8,000, June \$12,000, August - \$16,000, October - \$16,000, December - \$4,000 – **Paul Total - \$60,000.**

Additional spending on Social Media Advertising - \$400 per month or \$4,800 per year

Investor (\$2,000/Sale to \$15,000 repay, \$1,000 per sale thereafter), March - \$8,000, May - \$7,000, June - \$6,000, October - \$8,000, December - \$2,000, for an **Investor Total - \$31,000.**

3 big, unexpected expenses – April \$1,500 new computer for AA, June \$1,000 new printer and TECH help, \$4,500 3 TRADE SHOWs - \$1,500 each- in April/ September/December – **total of \$7,000**

Total Annual Cash OUTFLOW - \$117,800



Cash Position - Total Cash Inflow - \$417,500 – Total Cash Outflow - \$117,800 = + \$303,600

USE and SOURCE of Initial Infusion: \$15,000 infusion (need EXCEL Box...for RUNNING TOTAL OF INITIAL INFUSION MONEY) assume use of 5 different \$1,000 deposits. \$15,000 - \$5,000 + **\$10,000 left over from 5 - \$1,000 infusions.**

#9.) CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is 15,000.

A.) The Investment of \$15,000, as previously stated in Section 2 (Experience people and Time Management), is as follow:

- AA 1st First Year Annual Salary \$5,400
- 1st year of dividend payment \$1,056
- Social Media (\$420/mth) \$5,044
- New iPhone, Laptop, iPad, and printer \$1,900
- Variable Costs \$1,000
- Internet \$ 600

B.) Parameters:

- 1–Time Infusion of \$15,000.
- Targeted infusion to cover specific costs (i.e., AA Salary, internet cost, dividend payment, Social Media advertising, Variable Costs)
- No Collateral required.
- \$15,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

C.) Payback of Investment:

- DIVIDEND: 7% - monthly to investor, 45 to 60 days after initial infusion, (\$88 per month).
- On each sale, investor gets paid \$2,000, until \$15,000 amount (amount of total infusion), is paid in full. Thereafter, investor is paid \$1,000 per sale.
- Paul is paid \$2,000 per sale. After investor has been paid back \$15,000 infusion, Paul will be paid \$3,000 per sale.
- After initial investment has been paid in full, Paul reserves the right to utilize any excess profits as he deems appropriate.
- Paul reserves RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buy out investor. (Base 10% ... or \$1,500 buyout is applicable).



#10 EXECUTION OF THE PLAN

(PLAN #125) PLAN FOR NATIONAL EXECUTIVE RECRUITING TRAINING PROGRAM - TERM SHEET

CAPITAL INFUSION: \$15,000

ENTITY: Business to be operated under Lloyd and Associates.

OWNERSHIP: There is no percentage of ownership; Paul retains 100% ownership of Lloyd and Associates. Investor is paid, per sale, based on Parameters/Covenants as describe below.

PAY-BACK: Investor is paid \$2,000 per sale until \$15,000 infusion is paid back in full.

DIVIDEND: 7% pay monthly to investor, 45 to 60 days after initial infusion, (\$88 per month).

SALE: On each sale, investor gets paid \$2,000, until \$15,000 (amount of total infusion), is paid in full. Thereafter, investor is paid \$1,000 per sale.

PAUL PAY: Paul is paid \$2,000 per sale.

ONGOING: After initial investment has been paid in full, Paul reserves the right to utilize any excess profits as he deems appropriate.

Paul reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buy out investor.(base on 10% buyout, or \$1,500)

COLLATERAL: None

COVENANTS:

- a.) Paul and Investor talk the 1st of every month.
- b.) Paul reserves the right for acceptance/refusal when investor want to sell his Income stream OR additional infusion of capital.
- c.) Paul manages the everyday activity of the company.

d.) investor may interface with the AA and Paul at any time.

PARAMETERS:

- a.) 1–Time Infusion of \$15,000.
- b.) Targeted infusion to cover specific costs (i.e. AA Salary, internet cost, dividend payment, Social Media advertising, Variable Costs)
- c.) \$15,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: _____

DATE: _____

Paul J Lloyd
Lloyd and Associates

(Investor)