



BDACS

BOWMAN DANCE COMPANY & SCHOOL

Hiring Funnel & Automation Inner Circle Super Share

Implementing Systems & Processes to Get Your Life Back!

It All Starts With the Job Description

- Determine the outcome- What tasks, duties & responsibilities will this person's role entail?
- Determine what qualities, traits or items that are not the right fit for the position
- The more detail you offer will provide you with more qualified applicants
- [My sample office manager job description](#)

The Landing Page

- Create the video using Clint's script...
 - Used zoom to record the video
 - Hosted the video using youtube on a private setting so it is not viewable to the public on my youtube site.
 - Took the embedded code and uploaded it to the landing page
- Create application on google forms
 - Link google form to button on landing page under the video message
- Create the landing page.... It is simple, but is the 1st step in the elimination process in weeding out the candidates that are not the right fit for your studio
 - Used Ontrapages to create landing page
- My Landing Page

Second Steps Email

- Once Applicant Hits the Submit button on the Google Forms, they receive a confirmation message and it triggers a “Zap” to send the applicant to Drip.
- Drip would then send a once off email with the second steps email.
- My Second Step Email with Tasks to complete...
- Key here is at this point, I have yet to lift a finger. I don't review any applicants until they submit their responses to the second step email by the deadline.

Deciding Who Goes to Stage 3

- Did the Applicant respond by the deadline?
- Presentation of responses- Attention to detail in the look, feel, and organization of the responses
- How detailed was the responses- does the response show they put effort into completing the task
- Did they complete the tasks at least 80% of the way that I would have completed them. Does it represent the feel and culture I want for the studio
- [My Stage 3 Email](#)

Video Call Interview Questions

- What excites you to get out of bed and get started with your day?
- Why do you want to work with BDCS?
- Why do you think you will be a good fit for our Office Manager Position?
- Can you tell me what you like most about the office manager job description?
- What do you think will be your biggest challenge within the Office Manager Position?

*I use Zoom for the video call interview

At The End of the Video Call

- Based on Answers/Personality and Gut Feeling I have determined whether or not I want to move forward.
- If it is a no, I tell the person right away. I don't think they will be a good fit and tell them why based on my determination.
- If it is a yes, I tell them that I would like to move them into the next stage and to have them take the cognitive test. To look for the email from me within the next 24 hours to take the test.
- [My Stage 4 Email](#)

Test Results

- I use the test results to make sure the candidate is going to work well with the other team members in the office. It also lets me know in advance where potential conflicts or issues may arise to decide the best direction for the studio.
- If I want to move forward I send an email to schedule in person interview
- [My Stage 4 Email](#)
- If I don't want to move forward I call them and let them know and the reason why.

In-Person Interview Questions

- My interview questions...
- At the in person interview, I let them know when interviewing will end and when to expect a response about the position.
- If I don't want to move forward I call them and let them know and the reason why.
- How did I make my decision....
 - I went back to the responses and looked at each candidate with new eyes based on all the new information I have from the video call, testing, and in person interview.

Places Advertised

- Philadelphiadance.org- Find local niche sites in your area
 - Best results from here
- Ziprecruiter.com- Had a 30 free trial and used it for only 2 weeks
- Facebook- posted on my studio page, personal page, boosted ads, philadelphia dancer facebook page, local township facebook page etc.
- Word of Mouth- referrals from current staff and teachers

Resource list

- Google Forms
- Zoom
- Youtube
- Ontrapages
- Drip
- Calendly
- Zapier
- Clint's Hiring Funnel from CEO Bootcamp

Automation Implementation

- Ontrapages
- Drip
- Zapier
- Pipedrive