

# Want to Recruit with **LESS Stress** and **MORE Results?**



Join Recruiting Coach Judy LaDeur's **Profitable Recruiter** --  
A comprehensive recruiting platform with everything you  
need to **GROW** your business **PROFITABLY**.

## If Any of **THESE** Challenges Sound Familiar...

- Building and maintaining the **RIGHT** hit list for your company
- Staying **TOP OF MIND** with the agents in your market
- **RETAINING** top agents
- Positioning yourself to **ALWAYS** be the turn-to broker

**Then The Profitable Recruiter can make your job (and your life) a whole lot simpler! Here's what's included:**

- A robust weekly **email newsletter** to send to your agents and recruits to stay top of mind
- a **library of completely editable letters**, emails, and agent touch-points
- fun 'Lumpy Letters' to help you create a **BUZZ** in your market
- **recruiting scripts** to help take the guess work out of what to say
- a **cache of social media tips** to make life a little easier
- results-producing **recruiting tips and tools** that get results
- **solid action plan ideas** to build momentum and keep it
- **professional coaching support** from one of the top recruiting coaches in the business
- **empowering profitability keys** for maximizing your business
- **monthly recruiting webinars** with powerful coaching and implementation tools
- **quarterly guest speakers and trainers** featuring top agents sharing their successful sales strategies
- and so much more...

*"There are many consultants who know the metrics of the brokerage business. There are a few who understand the human dynamics of clients and their firms. Judy LaDeur is among the handful throughout the industry who get both and has the experience across the years and hundreds of clients to really know where the keys to success will be for each individual client. Her systems work." -*  
**Steve Murray,**  
**President, REAL Trends**

*Thank you to the weekly emails. I am already getting feedback from some prospects I've been sending to and they say **these are great pieces and keep them coming!** -*  
**Roger Arsenault**



**ProfitableRecruiter**  
Recruiting & Retention Tools for Brokers

## Sample eNews:

**Monday Morning Wake Up Call:**  
*Your Motivation, Inspiration & Direction for the Week Ahead*



**Be Happy!**  
 Who says Mondays have to be dull and dreary? Flip to almost any radio station these days and you're likely to hear Pharrell Williams' infectious hit, **HAPPY**. It's hard NOT to clap along and instantly feel your mood lifted. What a great way to start the week. Firing on all cylinders, setting your sites on the goals, and listening to a song that fuels a dynamite start to the day! The wondrous thing about music is that it's the universal language. It transcends language barriers, age differences, race, religion and even politics. Before you hit the ground running today, I encourage you to stop right now and play this song. Here's the link: <http://youtu.be/Ce3o-iaUlwU> -- Or choose from one of your all-time favorite mood-lifters. Let it kick start your day. Turn it up loud and share if you dare! One very important key to doing more, achieving more, and soaring higher in this life, often starts with just two little words: Be Happy! Have a great week, and know that we're here if you need anything.

**Something to Think About:**  
 Eleanor Roosevelt said, "Happiness is not a goal; it is a by-product." Don't search for happiness, but instead, focus on those things that bring happiness to others. It is part of our nature to feel good when we can put a smile of the face of someone else. Happiness is also balance in all things. When every area of your life is in balance, you will not only feel good, but you will feel happiness. It all start with a CHOICE. A choice to look for the good stuff every day and let the not-so-good stuff run its course.

**Weekly Challenge:**  
 Spend ten minutes every evening writing the good things from that day that made you happy. Were there moments that made you laugh, or created a good memory? Once you start this habit - it's hard to stop. When my daughter was in high school, this was something she did each day. My heart was touched many years later, reading her journal, when I saw how often she was thankful for me. Years later when you look back on your journal, you will be reminded of all the happy times. Counting blessings is a powerful thing!

continued...

## Each week your eNews will include SEVEN results-producing components:

- **A graphic**-Perfect for adding sizzle to your message and sharing
  - **A weekly message**- that inspires, motivates and keeps you top of mind
- **Something to Think About** - Expands on the original message and provokes further action.
- **Weekly challenge** - An action step to challenge your agents and your recruits to move ahead in their career and life.
- **Words of wisdom** - 5 quotes per week you can share. Send all at once or share them daily on social media
- **Broker challenge** – A weekly challenge to implement that will help build a more profitable real estate office.
- **Recruiting action step**- This is something special you can do or send to your top 10-25 agents in your pipeline.

**WEBINAR SPECIAL!**  
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