



“Happy About™ LinkedIn for Recruiting” Book Excerpt

**By Bill Vick
with Des Walsh**

foreword by Conrad Taylor,
President & Past Chairman of the
National Association of Personnel Services (NAPS)

**Subset of the book brought
to you by LinkedIn & Happy About**



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Getting “Happy About LinkedIn for Recruiting” (<http://happyabout.info/linkedin4recruiting.php>)

“Happy About LinkedIn for Recruiting” can be purchased as an eBook for \$49.95 or tradebook for \$69.95 at <http://HappyAbout.info/linkedin4recruiting.php> or at other online and physical book stores.

In addition to the book, you receive access to over 40 interviews and 11 hours of raw content (access a handful of interviews from this page <http://linkedin4recruiting.com/thebook/>), in addition to other valuable recruiting resources and the following special offers:

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 - Free one month membership at **Hireability.com** - a \$150 value!
 - 20% discount on any **eGrabber** product - potential \$100 value
-
- Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info

c o n t e n t s

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Foreword by Conrad Taylor, President & Past Chairman of the National Association of Personnel Services (NAPS)

When asked to write an introduction for this book on LinkedIn, I was challenged since I did not use LinkedIn. Given my respect for Bill Vick and his accomplishments both professionally and for the staffing industry, I decided to explore this tool. I was consumed from the minute I started reviewing this book. I followed the message and the examples of how to get the results that were possible from the beginning to the end. I am anxious to listen to each interview conducted. I started with 48 direct contacts and now have access to over 506,800 professionals through those initial contacts. To say I have been WOWed would be an understatement. This book is a gold mine of tips and information.

In my career in the US Navy (where I was a Master Chief, Warrant officer and Mustang Lieutenant), I learned that it was important to be good at what you do, but more importantly to have key contacts within every area you interfaced with. No matter what I needed to accomplish, someone in my network “knew a guy that could make it happen”.

In my Staffing Industry career, I have certainly used the basic concept I practiced in my Navy career and have tracked the use of technology to automate all the processes that lead to success. I remember introducing Bill Vick in 1994 to a large audience at a NAPS national meeting where only three hands went up when Bill asked who had any automation in their office. From there, Recruiters on Line and a number of other automation systems have become the foundation of tools used to be effective in our industry.

I spent one weekend reading this book, joining LinkedIn and putting into practical use the examples that the interviewees in this book provided. What a tremendous example of shared value. If you did nothing more than read this book, you will receive value! But, I submit that you cannot stop there! 90,000 plus recruiters are not wasting their time by being actively involved with LinkedIn.

LinkedIn can help you on many levels protect your investment in this industry.

You can be sure that in my role as President of the National Association of Personnel Services (NAPS) I will be recommending our members to get LinkedIn and to read and listen to this book.

Conrad G. Taylor, CPC/CTS
President
Past Chairman
NAPS
Conrad.taylor@recruitinglife.com

1 Challenges and Opportunities

Although the online business network LinkedIn was not designed specifically for the recruiting industry, it has become a favorite tool of recruiters. This book, based on many interviews with recruiters who have learned how to leverage LinkedIn's capabilities, shows why.

Like so much else in our era, the recruiting industry is changing rapidly; sometimes it seems to change on a daily basis. At the same time, there are aspects of the business which stay constant and procedures and practices which are effectively timeless.

The basic driver of change in the recruiting industry, as in industries across the spectrum, is technology; specifically, Internet technology. And what makes so many procedures and practices timeless is that, *no matter how smart and fast the technology becomes, recruiting, by definition, is and always will be a people business – about people, by people, for people.*

While there is state-of-the-art technology to support the recruiting industry, the core challenge for any recruiter in this first decade of the twenty-first century is the same core challenge a recruiter has always faced: to find the most placeable candidate for a nominated position and to ensure that particular candidate is selected and hired, whether working on a contingency or retainer basis.

To meet that challenge successfully, the recruiter is required to manage some specific challenges, whether solely or in collaboration with others:

- find jobs and businesses with jobs to offer (hiring authorities)
- research the available field of candidates
- present the most placeable candidates to the hiring authorities
- control the process step-by-step
- repeat the process

Ron Bates,
Managing Principal,
Executive Advantage
Group, and the top
LinkedIn member
in terms of number
of connections

“Ultimately what a recruiter is being paid for is to do the best possible job covering a viable candidate population and from that put the best possible candidates in front of their clients.”

In addition, on the broader business development front, the recruiter will need to meet the following challenges:

- planning and conducting marketing
- developing and maintaining databases and systems
- finding and collaborating with other recruiters
- establishing and maintaining business continuity

Technology helps recruiters with each of these challenges, turning them into opportunities. Well used, technology enhances effectiveness without replacing the time-tested people-focused processes such as picking up the phone and making a call. For all the capabilities of Internet technology and sophisticated databases, the telephone is often the shortest distance between two points! But technology, and specifically the Internet and World Wide Web, have made the processes much faster and more efficient, to a degree probably unthinkable by most people twenty and more years ago.

The increase in speed is very significant. For example, because many of the processes of recruitment can be carried out more rapidly, recruiters can now bill at higher volumes relative to the time they spend on tasks.

By the same token, hiring authorities have always wanted positions filled promptly and technology has given them heightened expectations of satisfaction. Thus, while the technology provides the recruiter with ways to streamline and speed up the process, there is increased pressure on the recruiter to deliver sooner—and from a more widely and deeply searchable population.

Gerry Crispin,
Principal,
CareerXroads,
and pioneer in
using the Internet
for recruiting

“Technology has improved the efficiency and productivity of the recruiter and the employer.”

One particular challenge the new technology represents for recruiters is that it enables client companies to do for themselves much of what they have previously engaged third-party recruiters to do. This threat to recruiters is more likely to affect those whose focus is on the middle range of positions—those which pay between about \$50,000 and \$100,000 annually.

Also, all recruiters have access to the new search, matching and applicant-tracking database technology, so that objectively, all recruiters are on the same footing when it comes to technology.

The operative word is objectively. We know that even though a whole industry or group of people can face the same challenges, not everyone finds or takes up the available ways, including technology, to deal with those challenges. LinkedIn is a case in point.

There are many online resources and tools. Increasingly, recruiters are coming to see LinkedIn as the premier online tool for recruiters. This is borne out by the interviews conducted for *Happy About LinkedIn for Recruiting*. From these interviews with recruiters, including some big billing industry leaders, it is evident that LinkedIn is the leading online tool to facilitate and enhance a twenty-first century recruiter's success.

On the other hand, it is also evident from the interviews that:

- some recruiters do not see how LinkedIn can help them
- some recruiters who are LinkedIn members do not make full use of its features

“LinkedIn is a breakthrough tool that most people don't understand.”

Joe Pelayo,
Executive Recruiter,
Chief Executive Officer,
Joseph Michaels Inc.,
and Pinnacle member

Arthur Young,
*founder at Delta
Resources
International,
Recruiter.com and the
Recruitment Consulting
Group*

For LinkedIn, that lack of understanding or utilization is a significant challenge. But for recruiters who find out what LinkedIn has to offer and decide to “seize the day” it represents an unparalleled opportunity to dramatically enhance their business. This book shows how recruiters are doing this right now.

Some key reasons for lack of understanding or underutilization of LinkedIn are:

- seeing LinkedIn too simply, as just another database of candidates
- not investigating or utilizing the advanced features of LinkedIn

Industry specialist Arthur Young, founder at Delta Resources International, Recruiter.com and the Recruitment Consulting Group, commented on the impressive achievement of LinkedIn, in bringing together so many people from the recruiting industry. Speaking of numbers of people in the industry, in North America, he said “If we include staffing and we include the staff at the retained companies, as well as third party recruiters, we’re probably looking at about 100,000 people. That would also include contract recruiters who operate on a company site, or using company resources, corporate resources, but are not employees.” Add to that an estimated 30,000 recruiters in other countries and it is immediately evident that the more than 90,000 recruiters who are LinkedIn members constitute a very high proportion of the global recruitment industry’s population.

It is quite natural that when recruiters first come into contact with LinkedIn, one of the first things to strike them is that with over 4 million members, largely in the executive and professional sectors, LinkedIn is a great source of candidates for a wide range of positions, especially the higher paying ones. And they are not wrong.

There is no question that LinkedIn represents a formidable database of potential candidates. Often many of them are the hard-to-find passive candidates that so much of the recruiting effort is designed to uncover. LinkedIn also represents an incomparable network of people, business owners, vice presidents and others in key positions to decide or influence hiring decisions across a range of industry sectors and many companies.

Craig Silverman,
*Executive Vice
President of Sales and
Marketing, HireAbility*

“What I’ve learned since becoming an avid user of the application is that it aids a large number of recruitment functions and services. LinkedIn has been a great way for our recruiters to locate some new business opportunities and build relationships with hiring managers that want to take advantage of recruitment services. At the same time, it’s a great way for people to find candidates that might be either passively or actively looking for work.”

But LinkedIn is much more than a database of potential candidates and hiring authorities. As the interviews conducted for this book have consistently confirmed, LinkedIn has great value beyond its role as a database. In fact, for many very successful recruiters, LinkedIn’s value as a networking and marketing tool is seen as being, if anything, greater than its value as a database.

Gerry Crispin

“LinkedIn is a tool for building relationships to contribute to long-term business.”

What has also emerged from the interviews is that LinkedIn enables recruiters to find and connect more effectively with other recruiters interested in working collaboratively. LinkedIn has a significant role to play for recruiters looking for such collaborative deals and “splits,” arrangements in which two or more recruiters agree to share the search for candidates and split the fees. Through the introduction and referral system on LinkedIn, the availability of detailed profiles, and the provision of endorsements, recruiters can find other individual recruitment specialists and firms with whom they can establish relationships of trust and broach possible collaborative arrangements. In the past year, some 16 per cent of all recruitment deals industry-wide were splits, and interview responses suggest that this percentage can be expected to grow, especially with the help of LinkedIn.

Another way in which recruiters on LinkedIn leverage their membership is by joining LinkedIn-related groups, either the officially recognized LinkedIn groups or one or more of the various online discussion and mailing list groups.

In short, the recruiter who will stand out and excel in the industry today will be someone who has learned to harness the power of LinkedIn and related groups as a marketing and networking tool as well as a highly valued database and aid to managing the recruitment process.

Shally Steckerl,
*Lead Internet
Researcher, Microsoft
Corporation,
and author of
Electronic
Recruiting 101,
the definitive guide to
online recruiting*

Chris Forman,
CEO, AIRS

“I may not necessarily be the person everybody looks for, but I want to be connected or associated with many of the people everybody else looks for. Because ... being that connector, that node in this network, increases my value as a recruiter. So it’s not that I use LinkedIn as a huge database like Monster where I can do a search, pull up a résumé and recruit that person. Typically what I do with LinkedIn is market myself, market the opportunity to network with me, and market my company and what I do.”

"LinkedIn's a great tool. Learn about it. Use it. It changes a lot. One of the things I love about the team at LinkedIn is that they're innovators. They are a rapid prototyping shop of great ideas. And so every day that tool is new and interesting and valuable. And you know I have to go in and learn how to use it. And our labs team goes and looks at it on a regular basis. We're constantly amazed at the cool things it has from a capability standpoint. So learn, use. Don't discount. Don't say 'I looked at it once,' and not go back to it again. Continue to use it. But again, it's only a tool. It's not a panacea."

The following chapters discuss:

- Why and how high-billing recruiters use LinkedIn as a very effective means to market their services and build their networks
- Why LinkedIn is the smart way to start a search for candidates and often the best tool to complete a search
- How LinkedIn can be used to find and develop new business in a trust-based network
- How using LinkedIn effectively can turn cold calls into warm calls, with door-opening introductions and third-party endorsements.
- How to stand out from the crowd
- How LinkedIn facilitates collaboration and splits
- Practical action steps to leverage membership in LinkedIn

NOTE Each chapter ends with a checklist of items you should check off in order to utilize LinkedIn effectively for recruiting.

A

References and Resources

LinkedIn Selected Links

- **Advanced Search**
<https://www.LinkedIn.com/search>
- **Business Account**
https://www.LinkedIn.com/static?key=business_info_more
- **Find People**
<http://www.LinkedIn.com/ns>
- **LinkedIn official groups** are available at
https://www.LinkedIn.com/static?key=groups_directory
- **Search by Keywords**
https://www.LinkedIn.com/static?key=pop_more_search#srchkey
- **Search by Name**
https://www.LinkedIn.com/static?key=pop_more_search#srchname
- **Search for References**
https://www.LinkedIn.com/static?key=pop_more_search#srchref
- **Search – main page**
<https://www.LinkedIn.com/search>
- **Special Search Types**
https://www.LinkedIn.com/static?key=pop_more_search#stypes

Select List of Unofficial Groups on LinkedIn topics

- **My LinkedIn Power Forum**
<http://finance.groups.yahoo.com/group/MyLinkedInPowerForum/>
- **LinkedInInnovators**
<http://finance.groups.yahoo.com/group/LinkedInInnovators/>
- **The DallasBule Business Network**
<http://www.dallasblue.com>
and follow the links to LinkedIn related services
- **LinkedIn Bloggers**
<http://finance.groups.yahoo.com/group/LinkedInBloggers>
- **LICM** - for users of the LinkedIn Contact Management System, developed by Arnei Speiser at Mega AS Consulting Ltd and offered as Freeware
-<http://groups.yahoo.com/group/LICM/>

B People and Their LinkedIn Profile Links

David Allen President, Century Associates, 35 year veteran in recruiting, with over 20 years experience in Executive Search for the Information Technology field
LinkedIn Profile: <https://www.linkedin.com/e/fpf/51287>

Scott Allen About.com, Entrepreneurs Guide, Co-author of “*The Virtual Handshake: Opening Doors and Closing Deals Online*”
LinkedIn Profile: <https://www.linkedin.com/e/fpf/2369>

Brian Anderson President, BA Search Group Executive Search Consultant
LinkedIn Profile: <https://www.linkedin.com/e/fpf/762009>

Josh Arnold Owner, Arnold Career Services A nationwide Recruiting Service
LinkedIn Profile: <https://www.linkedin.com/e/fpf/966156>

Beth Banger-Meehan HR Sourcing and Recruitment Service Area Manager at Providence Health System
LinkedIn Profile: <https://www.linkedin.com/e/fpf/141450>

Ron Bates Managing Principal, Executive Advantage Group Inc., & No 1 linked person on LinkedIn
LinkedIn Profile: <https://www.Linkedin.com/e/fpf/141450>

Doug Beabout Professional Speaker, Training & Coaching Consultant and Contractor
LinkedIn Profile: <https://www.linkedin.com/e/fpf/48248>

Jerry Bernhart	Owner, Bernhart Associates Executive Search LinkedIn Profile: https://www.linkedin.com/e/fpf/438998
Randy Bogue	Managing Director, Venator Partners LinkedIn Profile: https://www.linkedin.com/e/fpf/283977
Tina Boone	Recruitment Director, S. J. Gallina & Co. LinkedIn Profile: https://www.linkedin.com/e/fpf/570405
Greg Buechler	Director of Talent Acquisition at iHire, Inc. LinkedIn Profile: https://www.linkedin.com/e/fpf/181715/
Gerry Crispin	Co-founder CareerXroads LinkedIn Profile: https://www.Linkedin.com/e/fpf/44779
Donato Diorio	Founder & CEO BroadLook Technologies LinkedIn Profile: https://www.linkedin.com/e/fpf/24085
Marc Freedman	CEO RazorPop, Founder and Executive Director at LinkedInPro ¹¹ and LinkedIn University, and Executive Director, DallasBlue Business Network LinkedIn Profile: https://www.linkedin.com/e/fpf/25415
Chris Forman,	CEO, AIRS LinkedIn Profile: https://www.linkedin.com/e/fpf/31238
Sondra Fuller	Vice President at Pure Bioscience Recruiting LLC. Co-Owner LinkedIn Profile: https://www.linkedin.com/e/fpf/520502
Konstantin Guericke	VP Marketing and Co-Founder at LinkedIn LinkedIn Profile: https://www.linkedin.com/e/fpf/1244

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Hans Gieskes	CEO / Co-Founder at H3.com LinkedIn Profile: https://www.linkedin.com/e/fpf/360315
Glenn Gutmacher	Recruiting Researcher at Microsoft, Founder Recruiting-online.com LinkedIn Profile: https://www.linkedin.com/e/fpf/776667
Keith Halperin	Recruiting Lead, Senior Recruiter, Recruiting Strategist, Recruitment Process Outsourcing (RPO) Consultant LinkedIn Profile: https://www.linkedin.com/e/fpf/651750
Susan Hand	Executive and Senior Recruiter at Getronics LinkedIn Profile: https://www.Linkedin.com/e/fpf/95328
Taj Haslani	Owner/President NetPixel Inc. LinkedIn Profile: https://www.linkedin.com/e/fpf/182667
Bret Hollander	Contingency/Contract Recruiter who specializes in professionals with high-level U.S. Government clearances LinkedIn Profile: https://www.linkedin.com/e/fpf/859144
Carmen Hudson	Staffing Manager, North America Business Unit at Starbucks Coffee Company LinkedIn Profile: https://www.linkedin.com/e/fpf/246398
Roger King	CEO, Chief People Officer LinkedIn Profile: https://www.linkedin.com/e/fpf/50763
Carl Kutsmode	Human Capital Management Consultant - Expertise in Recruitment Process Optimization and Outsourcing LinkedIn Profile: https://www.linkedin.com/e/fpf/384312
Jason Leshar	Senior Recruiter at CDI Corporation LinkedIn Profile: https://www.linkedin.com/e/fpf/3695688

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Eric Misch	Business Development Manager at Mankuta Gallagher LinkedIn Profile: https://www.linkedin.com/e/fpf/2245516
Joe Pelayo	CEO Joseph Michaels Inc. LinkedIn Profile: https://www.Linkedin.com/e/fpf/16548
David Perry	Managing Partner at Perry-Martel International Inc. LinkedIn Profile: https://www.linkedin.com/e/fpf/113709
Sandy Sanderson	Founding Partner, Meridian Executive Resources LinkedIn Profile: https://www.linkedin.com/e/fpf/6012
Maureen Sharib	HR Researcher - Names Sourcer/Sourcing Methods Trainer - Names Generator at techtrak.com LinkedIn Profile: https://www.linkedin.com/e/fpf/850198
Rick Shull	Executive Search Consultant LinkedIn Profile: https://www.linkedin.com/e/fpf/1952444
Al Siano	Owner, President at Business System Technologies Corporation LinkedIn Profile: https://www.linkedin.com/e/fpf/894277
Craig Silverman	Executive Vice President Sales & Marketing @ HireAbility LinkedIn Profile: https://www.Linkedin.com/e/fpf/95328
Shally Steckerl	Lead Internet Researcher, Microsoft Author, Electronic Recruiting 101, the definitive guide to online recruiting LinkedIn Profile: https://www.Linkedin.com/e/fpf/651750
Jim Stroud	Senior Internet Researcher at Microsoft, searchologist and blogger LinkedIn Profile: https://www.linkedin.com/e/fpf/45999

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David Teten	Online Recruiting Specialist, CEO Nitron Advisers, Chairman, Teten Recruiting, Co-Author, The Virtual Handshake: Opening Doors and Closing Deals Online LinkedIn Profile: https://www.linkedin.com/e/fpf/1575
Stuart Thompson	Recruiting Manager at Take-Two Interactive Software, Inc. LinkedIn Profile: https://www.linkedin.com/e/fpf/1244
Suzanne Tonini	CIO/Sourcer and Research Specialist, Founder at MTR Inc. LinkedIn Profile: https://www.linkedin.com/e/fpf/131975
Bill Vick	Senior Partner at Ternosky & Vick Executive Search LinkedIn Profile: https://www.linkedin.com/e/fpf/26994
Des Walsh	Business Coach and Blogging Evangelist at deswalsh.com LinkedIn Profile: https://www.linkedin.com/e/fpf/1230770
Peter Weddle	Owner WEDDLE's LLC LinkedIn Profile: https://www.linkedin.com/e/fpf/3849168
Jon Williamson	Recruiter at Williamson Employment LinkedIn Profile: https://www.linkedin.com/e/fpf/570405
Ronda Woodcox	Partner, Talent Scout Recruiting LinkedIn Profile: https://www.linkedin.com/e/fpf/521696
Vincent Wright	Founder and President, Wright Enterprises LinkedIn Profile: https://www.linkedin.com/e/fpf/264166

Arthur Young

Founder at Delta Resources International & Recruiter.com

LinkedIn Profile: <https://www.linkedin.com/e/fpf/3421229>

John Zweig

Sr. Staffing Manager at Logitech

LinkedIn Profile: <https://www.linkedin.com/e/fpf/839360>.



About the Authors, Bill Vick with Des Walsh

Bill Vick (LinkedIn profile: <https://www.linkedin.com/e/fpf/26994>) spent his early career in executive sales and marketing management with F500 companies focusing on the consumer products industry, computer retail and software industries. He joined Management Recruiters International in 1986 as a recruiter where he was their National Rookie of the year. Subsequent to that, Bill ran his own retained search firm, Vick & Associates which he still maintains.

- In 1991, Bill formed Solo System, which produced software for the staffing industry
- In 1996, he sold his recruiting business and software company to focus exclusively on the Internet where he founded Ad-Cast, a collection of internet companies which included Recruiters OnLine Network (RON), a top 100 site, HR.Net, and TheTalentBank.net
- In 2002, he sold the Ad-Cast collection of companies and launched three not for profit Web sites focusing on recruitment and employment issues, XtremeRecruiting.org, ThePhoenixLink.com, and EmploymentDigest.net

He was a founder and board member of the Pinnacle Society recognizing achievement in the staffing industry, a national speaker for National Association of Personnel Consultants (NAPS), served on the Board of Directors of The Texas Association of Personnel Services (TAPS), was an officer with the Metroplex Association of Personnel Services (MAPS) and a founder of the local Dallas Independent Recruiters Group (IRG). He is an active speaker, and writer on career issues, recruiting trends and employment technology.



Des Walsh (LinkedIn profile: <https://www.linkedin.com/e/fpf/1230770>) is a business coach and blogging evangelist, with lengthy experience as an executive and consultant in both the public and private sectors. He has authored or co-authored reports and manuals, in diverse fields from government policy in education and the arts, to training manuals for executives in the transport industry.

Des is currently a business coach and specializes in supporting business owners wanting to make effective use of blogging and other social networking tools. He is a founding member of the International Association of Coaches and a member of Coachville.com. A member of several LinkedIn groups, Des is moderator of the LinkedIn Bloggers group.

A Message From Happy About™

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- An author that would like to submit a book

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- Happy About Working After 60: <http://happyabout.info/working-after-60.php>
- Happy About Global Software Test Automation:
<http://happyabout.info/globalswtestautomation.php>
- Happy About Open Source: <http://happyabout.info/opensource.php>