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# “Killer (and *FREE*) People Sourcing Techniques”

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# Who is this guy?

Who / what I **am not**:

- Recruiter, researcher, sourcer, nor have I ever worked directly for a search firm.

Who / what I **am**:

- Past developer, trainer, software product manager and just general computer geek involved with the recruiting industry for 20 years.



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# Today's Objectives

1. Show you a couple Chrome extensions that can make your life a little easier.
2. **Elucify**: a great lead tool to help you find who to talk at companies (and get their email address).
3. **Crystal Knows**: get personality insights into people to help better communicate with them.
4. Use Google to find people that you could use in your business (as candidates or clients).



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# Chrome Extensions

## What:

- Extensions are small software programs that can modify and enhance the functionality of the **Google Chrome** browser.

## How to acquire them:

- Go to the “3 dots menu” in the top right of Chrome, then click on More Tools, and click Extensions.
  - Scroll to the bottom and click Get more extensions
  - Type keywords in the Search the store field (top left)



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# Extension #1: SourceHub

## Uses:

- Extension is aware of standard sourcing venues and will suggest synonyms for you helping return more results.
- It builds Boolean strings for you based on minimal data from you: title and skills/technologies.
- Save search strings and allows you reuse, edit, clone and launch them.

## Built by:

SocialTalent.co

## Similar Extension:

Intelligence Search by Intel-SW.com

source: Social Talent YouTube channel



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# Extension #2: Lusha

## Uses:

- Finds phone numbers and email addresses.
- Once installed, just click the Lusha button when on any social media profile and it will display what it knows about that person.

## Built by:

Lusha.co

## Similar Extensions:

Contact Out, Prophet, GetEmail.io

source: Google search for "find phone numbers"



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# Elucify.com

## Uses:

- Allows you to lookup leads by domain name, and then by title keywords.
- Also build lists based on:
  - Company size
  - Technology, Funding, Location, or Industry
  - Department
  - Position Level
- Free level gives you 100 contacts per week with ways to increase your weekly credits.

source: Dean Da Costa YouTube channel



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# CrystalKnows.com

## Uses:

- The free version does a DISC profile based on a resume or profile you paste into a box.
- You are then given some insights into the person and how you might best communicate with them.

## Example Data Points:

☐ Personality statement

☐ This person is motivated by

☐ This person is motivated by

☐ What comes naturally to them

☐ When speaking to this person

☐ When speaking to this person

source: Social Talent YouTube channel



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# CrystalKnows.com

## Interesting Idea:

- Especially handy for that first out-of-the-blue communication you may have with them (phone, email, text message).

source: Social Talent YouTube channel



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# Search Google for Lists

## Uses:

- Find spreadsheets of people using standard Google search.
- **filetype:xls** – tells Google to return only items that are Excel spreadsheets.
- **inurl:attendee\* | member\* | registrant\*** - returns only documents that have certain words in the title of the document. (interchange with intitle: for varying results).
  - The strange character you see there is called a “pipe” and it’s secret code for the word OR
- Then add titles of the folks you hope to find: (developer|programmer|”software engineer”)
- Google **Tools** functionality – allows you to specify a time frame of when Google found the item on the web (right about the first Google result you’ll see “Tools.” )



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# Search Google for Lists

## Examples:

- `filetype:xls inurl:list|attendee*|member* (developer|programmer|"software engineer")`
- `filetype:xls inurl:list|attendee*|member* (cpa|accountant|"certified accountant")`
- `filetype:xls inurl:list|attendee*|member* ("operations manager|"plant manager")`



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# Questions / Comments

**I hope you got at least one idea to try!**

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