



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER

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

Todd Bossler

@NAPS360 | #NAPS2017 | #REACHINGNEWHEIGHTS

WWW.NAPS360.ORG



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.



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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).



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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)



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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"



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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.”)



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



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")`



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER



Questions / Comments

I hope you got at least one idea to try!

todd@topechelon.com

www.linkedin.com/in/tbossler



NAPS 2017 ANNUAL CONFERENCE
SEPTEMBER 20 - 22, 2017 • HYATT REGENCY DENVER

