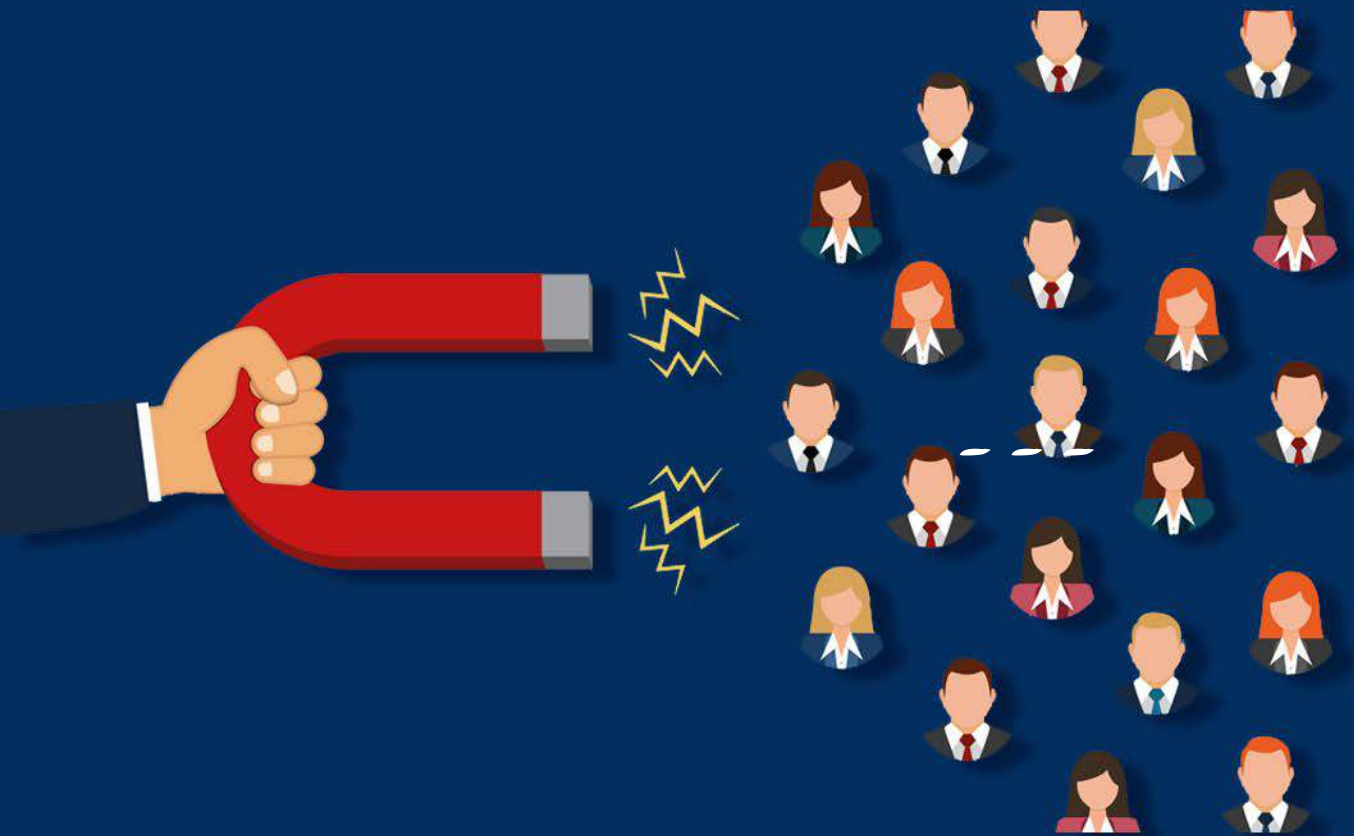

HOW TO HIRE Rockstar Employees... (for Half the Price)



DUDE

The Perfect Outsourcing Solution for Digital Agencies

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Before we get started, I do want to let you know that I am giving you a little free gift. We created an online course called "*How to hire the perfect project manager*" and we literally list out every single thing that we do to hire our own project managers. We even have job post templates that you can just take, make some tweaks, and then throw it up online so you can start recruiting people.

You can literally start the interview process for your project manager within an hour after you go through this course. So if you're interested in that after this, just shoot me an email and we'll get you lined up with that.

chris@dudeagency.io



MY FREE GIFT TO YOU TODAY!

“How to Hire the Perfect Project Manager” Online Course



Go to: [DUDESchool.io](https://dudeschool.io)
to access this training on How to Hire
the Perfect Project Manager

Free Digital Copy of “Never Wear Pants Again”

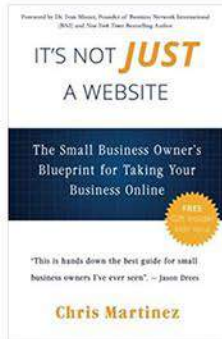
And then another one that we're going to give you is my new book, Never Wear Pants Again. I'm all about how to manage a remote team so if you're interested in that again, just email me and we'll make sure that you get a copy of that for free.



"Go to: NeverWearPantsAgain.com
to download your Free Digital Copy of
our new book!"

SO, WHO IS CHRIS MARTINEZ?

For those of you that don't know who I am, I've been on many shows like Jason Swenk's Smart Agency Masterclass, Hustle & Flowchart, Andrew Warner's Mixergy, UGURUS with Brent Weaver, I've written a few books, and I've also had my own agency as well.



E106: Hiring Top-Notch Talent During Exponential Growth With Chris Martinez



See Chris at USUMMIT 2019!



WHY SHOULD YOU LISTEN TO ME?

- Owned digital agency for 8 years with over **200 clients** on retainer and sold it in 2020.
- Built **DUDE** to a team of over 90 people and working with
- Recently *won Stevie Awards for Minority-Owned Business of the Year and Silver Most Innovative. Company Under **100 Employees.***
- I'm known for being an industry-leader on Operations, Hiring, and Agency Efficiency...
- AKA THE LEAST SEXY EXPERT ON EARTH



SELLING IS

EASY

**THIS IS THE STUFF THAT NOBODY
LIKES TO DO, BUT I'LL TELL YOU SALES
IS ACTUALLY THE EASY PART.**

OPERATIONS IS WHERE — YOU REALLY — MAKE OR LOSE ALL YOUR MONEY

What's really, really hard and where you make all the money is in the operations side.

So if you can master the operations and efficiency and hiring, then that is what makes the difference in terms of your ability to scale. And that's how you're going to become very, very profitable and your life is going to get a lot easier.

SOME OF THE AGENCIES THAT WE WORKED WITH:



WONDERIST



I USED TO LOATHE HIRING...



And so going back in time, I will tell you that I did not always like hiring.

In fact, I hated it.

I'm ashamed to say it, but I used to approach hiring, like it was a necessary evil, but that all changed eventually.



When I started, we had a team in the Philippines.

I was actually broker than broke. I was recovering from a failed business when I decided to start my agency. I taught myself about web design and development and my business partner at the time had a team already in the Philippines and so that's basically how we got started. Our people in the Philippines were fantastic. They worked very hard, but the biggest challenge for me was the time zone. For the first two years of us starting the agency, I was working from 6:00 AM to 1:00 AM every single night and just staying up late with the team and having to communicate to make sure that they understood things.

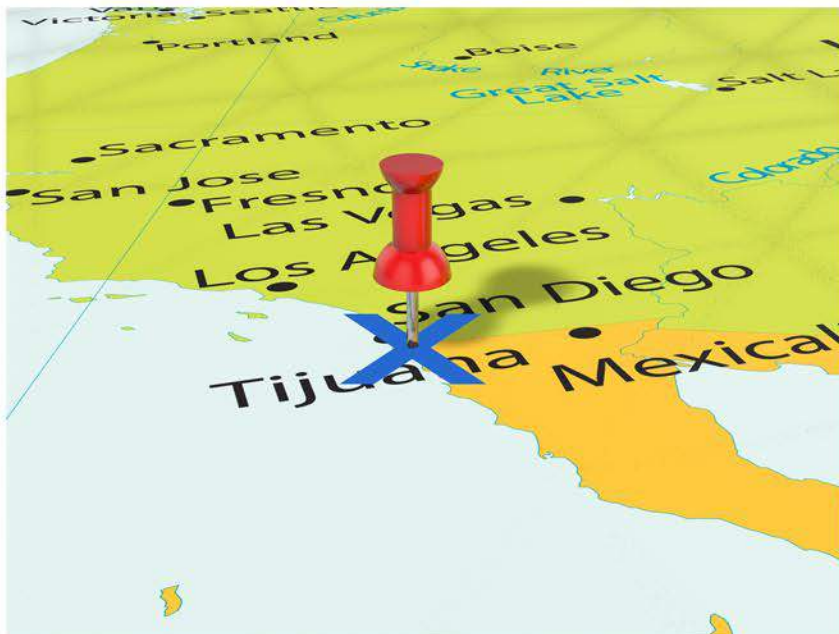
It was really, really challenging, but that's what we had to do to survive at the time. We couldn't afford to hire people in the states obviously and so that's what we did for the first two years.



Eventually, the time change thing was killing me. And moreover, we were having issues with projects in the middle of the day and I just couldn't wait for my team to wake up. So then I started looking all over the world. We tried India, more parts of Asia, central Europe, South America.... And nothing worked.



By this time I'm living in San Diego, California, which is literally a stone's throw away from Tijuana, Mexico. So I decided, let's go see if we can build a team down in Tijuana. I didn't even really speak Spanish at the time. I still am not super fluent, but I can get by. But at the time when I first had the idea to build a team in Tijuana, I definitely did not know the language or the culture.



WHAT PEOPLE IN THE US THINK ABOUT
TJ, IS NOT NECESSARILY, WEB DESIGN
AND DEVELOPMENT.

THEY THINK OF CARTELS AND PARTYING
AND SOME "RED LIGHT DISTRICT" STUFF.



BUT MEXICO **IS AMAZING** AND SO
WE TOOK THE LEAP OF FAITH JUST SAID
THAT WE COULD FIGURE IT ALL OUT.



DUDE

The Perfect Outsourcing Solution for Digital Agencies



And these are my first two employees.

The guy on my left arm was a designer. And then on my right arm was a sales person. And so that's how we got started in this tiny little office. And there were definitely a lot of learning curves, especially on the culture side.



And then things really took off because I had the right team.

We quickly grew to over 220 clients, all on retainer, and because I had developed such good processes we were able to manage the entire operation with just 5 people in Tijuana.



The Perfect Outsourcing Solution for Digital Agencies

Fast forward to 2017 and we had the big agency and honestly, I was just kind of feeling a little bit bored. I wanted to do something a little bit bigger.

I had this idea to start doing design and development support for other agencies

Up to this point, I would tell my friends to try and build a team Mexico, but for whatever reason they couldn't do it.

I came up with this idea and that was basically how dude was born. We started to run Facebook ads to get our first clients and build up the business.



Then in 2018, we went to the Traffic and Conversion Conference in San Diego and invested \$10,000 basically on a hunch that we could make it successful. It was a huge amount of money for us at the time and big risk, but we just had the faith that we could make it work.

And it worked amazingly well. We ended up going from 5-29 people in about 9 months and that's basically where it all started.

Now we've got over 90 people on staff and we're growing like crazy and things are going really, really well. And I'm also having a lot of fun.

DO YOU HAVE...

- A successful agency, but know you can't scale without the right team.
- Trouble finding, acquiring, and retaining top talent.
- A dislike of hiring and feel like you suck at it.
- The burning desire to be break the status quo and make what

IF THIS SOUNDS LIKE YOU THEN...



You are definitely in the right place
and **YOU CAN** definitely build out a
great team for yourself if you follow
these instructions in
this ebook.

SO WHY IS HIRING SO HARD??



This is the big question.

I'm sure you've heard it on the news that all these fast food places can't find people to work even when they're offering them \$15/hr.

Just so you know, when I was in high school I worked at Chuck E Cheese's pizza and I remember my starting salary was \$4.54/hr and then then after I went through the 90 day training period they moved me up to \$4.85/hr or something like that. And now they're paying people at McDonald's \$15/hr with free meals and they still can't even get anybody to apply.

So then why is it so unbelievably hard to find talent, not just at businesses like this, but also at our companies that are doing exciting stuff and paying good rates? Why can't we find good people?

WELL, HERE ARE SOME REASONS.

- *Covid-19 EXPLODED* demand for developers, designers, and anyone digital marketing-related.
- Salaries went through the roof.
- Governments making it a little harder to hire (Ex. Ca Labor Code Section 515.5)
- We just don't really know how to hire anyway.

SO HOW DO WE DO IT RIGHT?

Here are the **5 Main Problems** and **5 solutions** to solve your hiring woes

PROBLEM 1:

Hiring People That Aren't Working in **YOUR** Time Zone

Solution 1:

Hiring People That ARE in YOUR Time Zone and can communicate in REAL-TIME.

SOLUTIONS

- Only hire people who will work your hours.
- Make sure they can communicate in real-time and immediately when issues pop-up.

If you can't solve problems immediately you'll never be able to scale.

SO HOW DO WE DO IT RIGHT?

PROBLEM 2:

You **DON'T HAVE** a good and consistent hiring process.

Solution 1:

Create a hiring process and hire people based on QUANTITATIVE RESULTS, not just "feelings"

SOLUTIONS

- Stop trying to "replicate yourself".
- Make sure the ideal candidate actually EXISTS...or split up the role into multiple roles
- Use the same process every time and eliminate biases.
- Design your hiring process to ELIMINATE BAD CANDIDATES and not prove how great your "intuition" is.

Solution 2: DUDE's Hiring Process:

- Job Post with Tests in the Job Post
- Email Questionnaire
- 15-min Phone Interview
- Online Technical Test and Job-Specific Test
- Psychometric Test
- Multi-person live interview
- Offer

SO HOW DO WE DO IT RIGHT?

PROBLEM 3:

Hiring **BASED** on Technical Skill.

Solution 1:

Hire technical skills second and Soft-Skills FIRST.

SOLUTIONS

- You'll never train someone not to be an asshole.
- Always hire soft skills first.
- Use the Psychometric to identify red flags specific to the job and to your company culture. (Criteria Corp)

SO HOW DO WE DO IT RIGHT?

PROBLEM 4:

NOT KNOWING your COGS and Product Labor Budget.

Solution 4:

Don't spend more than 30% on Production Labor.

SOLUTIONS

- First drafts don't kill profitability...REVISIONS kill profitability so communicate effectively.
- Keep your production labor under 30% and don't overspend.
- Use a Pro Forma to help you manage your labor budget.

SO HOW DO WE DO IT RIGHT?

PROBLEM 5:

Hiring Button Pushers

Solution 5:

Hire PROBLEM SOLVERS

SOLUTIONS

- Yes, you need button pushers, but Problem Solvers help you scale.
- Hire Problem Solvers that fill in your blind spots and contractors for “button pushing”.
- Use the Psychometric to identify Problem Solvers vs Button Pushers.
- Hire people who help solve problems for you so you aren't the bottleneck.

Obviously what we taught you is really difficult and probably not the most fun, ***BUT ONCE YOU CAN FIGURE THIS ALL OUT THEN...***



You can make great money and run a really profitable agency that affords you the lifestyle you always dreamed of.

RIGHT NOW....

You are living through a major
EVOLUTION in business and society.

**YOU HAVE ACCESS TO MORE TALENT
THAN EVER BEFORE IN HISTORY!!**

YOU MUST....

Manage your resources, take action,
and **MAXIMIZE YOUR EFFICIENCY**

DIGITAL AGENCIES ARE USUALLY GREAT AT SALES AND DOING THE STRATEGY WITH THEIR CLIENTS.



SALES - STRATEGY

BUT THEY STRUGGLE WHEN IT COMES TO OPERATIONS, HIRING, AND THE FULFILLMENT OF ALL THE PROJECTS THEY BRING IN.

THAT'S WHERE DUDE COMES IN.

**OPERATION - HIRING -
FULFILLMENT**



SO IF YOU WANT THE EASY
BUTTON...



to scale your Operations and
Staffing then that is exactly what
we do here at **DUDE.**

Like I've mentioned earlier, we have a team of over 90 people and we're growing every single day.

Instead of you having to comb through resumes and interview hundreds of candidates, we give you a team of pre-vetted people who become a part of your agency in no time.



There are four main buckets for what we help agencies out with.

The first one is building out new websites for agencies. We can do the mock-ups and development, or just development.

The next things we do for agencies are updates and changes to existing sites. That can mean something simple, like putting up a blog post or something more complex things like a Site Speed Optimization.

The third thing we do for agencies is building out landing pages and funnels. So if you're running a lead gen campaigns and you need landing pages or funnels, we can do that for your agency.

And then the fourth thing we do is design work. If you need design work done for your projects, whether that be a social media graphic, an ebook, or retargeting banners, then we can handle that and everything else I just mentioned for you.



OUTSOURCING ON STEROIDS...

Like I said, we have the team already built out for you so you just jump in, tell us who you need, and then we hand-deliver your team to you. I like to call it “outsourcing on steroids” because you we are not only helping you with the team, but we're helping you to streamline your own processes as well as teaching you how to be a better agency owner. We even have three different levels of Mastermind groups that you'll get access to and can help you take your agency to any level.



So hopefully you are ready to get started with us and if that's the case then just schedule a complimentary 1-on-1 call with us so we can show you how to build out your team.

Just go to: www.DUDEAgency.io
and then pick a time for us to chat.

In 30 minutes or less we can see if we'll be a good fit for each other and how you can get started with:



**Thanks for reading and we hope to
speak to you soon!**



Don't you think it's time
for a (strong and sexy)
DUDE in your life?



www.dudeagency.io