



THE WHY BEHIND THE WHERE

HOW WHERE YOU RECRUIT DECIDES WHO YOU GET BEFORE YOU EVER SAY A WORD

Expensive spaghetti.

That's the honest name for a system built on throwing job-seekers at the wall to see who sticks. And to be fair, some will. You can absolutely turn a job seeker into a productive sales rep this way — you'll just burn through twenty-nine other placements to get the one that does.

The real question isn't whether it's possible. It's whether burning through that many people to keep one is actually a system — or just an expensive way of finding out who happens to stick.

THE SOIL PROBLEM

Scatter the same seed across different ground and you'll get wildly different results — not because the seed changed, but because of what it landed on. Some ground is hard, worn down from foot traffic, and the seed never even gets the chance to take root. Some ground looks promising at first — the seed sprouts fast, green and full of promise — but there's no depth underneath it, so the first real heat scorches it, and it withers just as quickly as it grew. Only ground that's actually been prepared produces a harvest that multiplies far beyond what was planted.

Recruiting works the same way. The "seed" isn't a person's character or work ethic — it's the belief system they already carry when they walk in. Someone applying through a general job posting isn't a bad seed. They're a seed suited for different soil: steady paycheck, predictable hours, security above all. That's not a flaw in them. It's just the soil they were raised in.

Here's the nuance worth sitting with: that seed isn't guaranteed to fail. Some sprout fast — for the first few weeks they look like your best new producer, showing up early, saying all the right things. But the excitement was never rooted in the belief it actually takes to survive real rejection. **The first genuinely hard week hits, and the same speed they showed up with is the same speed they disappear.**

Plant that seed in commission-only, 1099, performance-based soil at scale, and no training program is fertile enough to fix the ratio. It's not a training problem. It's not a support problem. **It's a soil problem** — decided before the person ever applied.

Someone sourced from a job board isn't a worse candidate — they're a well-matched candidate for a completely different job.

Put enough of them into 1099 sales work and a few will take root anyway. But building a recruiting engine that only works by burning through dozens of people per producer isn't a system. It's a bet you keep re-making.

WHAT THIS ACTUALLY LOOKS LIKE

If the soil determines the outcome, the fix isn't better fertilizer — it's better soil. That means sourcing intentionally from places where a performance-based, commission-comfortable mindset already exists, instead of defaulting to whatever's easiest to post to.

EMPLOYEE-MINDSET SOIL	PERFORMANCE-MINDSET SOIL
• General job boards (Indeed, ZipRecruiter) • Walk-in approaches at hourly jobs • Anyone currently prioritizing a fixed, predictable paycheck	• Referrals from your current top producers • Other commission-based fields (real estate, insurance) • Competitive athletes, coaches, and former team-sport backgrounds • Your own happiest, highest-belief customers

FOLLOW THE REFERRAL CHAIN FIRST

Your best recruits likely already came from people who know people who are doing well — not from a cold posting. Before opening a new job board listing, ask your current top three producers one question: who do you know who'd actually thrive here? That single conversation usually outperforms a week of general postings, because it starts from soil that's already proven fertile.

THE GROUND YOU'RE ALREADY STANDING ON

Most leaders have already thought of social media as a recruiting source. That's not the gap. The gap is not knowing the actual rules of the ground you're standing on — and one mistake shows up constantly.

A leader posts a recruiting message — join my team, here's the income potential — and days later posts a customer-facing message on the same page: looking for homeowners who need a new roof, message me. It feels efficient. One account, one audience, twice the reach.

Here's the actual mechanism behind why it sabotages both: **the platform doesn't know who to push either post to**. Every post trains the algorithm on who your content is for — and a recruiting post and a customer post send it two completely different signals about your audience at the same time. Instead of learning one clear audience to chase harder, it stays confused about both, and both posts get shown to fewer of the right people. It's not that the wrong people see it and get turned off. Most of the time, **the right people never see it at all**.

Stack a second problem on top of that: most leaders aren't posting either message often enough to overcome this in the first place. A recruiting post buried once every few weeks between customer content doesn't have the frequency to break past the followers they already have — let alone reach the new people they're actually trying to find.

Nobody taught most leaders this rule, because nobody had to know it before social media became a serious recruiting channel. Knowing the rule is one thing. Building a deliberate, separated system that reaches recruits differently than it reaches customers — consistently, every week, not occasionally — is another.

AUDIT YOUR SOURCING

Before you decide whether this applies to you, sit with these honestly:

- ☐ Think about your last ten recruits — what percentage came from a general job board or cold posting, versus a referral or a source where people already had a commission or performance background? Put a real number on it.
- ☐ Of those two groups, which one is mostly still active today, and which one has mostly washed out? Give each group a rough number.
- ☐ Do you know — specifically — where the people who'd actually thrive here already spend their time and attention? Or is your current source just whatever's easiest to post to?
- ☐ Do you have a deliberate, repeatable sourcing strategy for finding performance-minded people — or does your team default to the same job board every time, out of habit?

If your honest answer to that last question is "we don't really have one," that's common — most organizations recruit reactively, from whatever's easiest, instead of deliberately, from ground that's already fertile. Separating how you reach recruits from how you reach customers — and doing it consistently instead of occasionally — is usually the hardest part to build alone.

If that's where you're at, you're not alone in it — and it's a conversation worth having with someone outside your own organization, whenever you're ready for it.