

HOW TO FIND A FLEX JOB OPPORTUNITY

Presented By **FlexCPAs**
Redefining The "Traditional" Workplace

INTRODUCTION

WELCOME, WELCOME

Hello!

I decided to put together a formal How To Guide on everything I have learned when recruiting Top CPA Flex talent.



Within this guide, you will find an in-depth description on how to utilize platforms, such as LinkedIn, to locate flex opportunities that might work best for your particular situation. I have also included the questions that I have asked to during our recruitment process at Patke & Associates in order to determine if the candidate is a good fit for a flex work schedule.

Check it out, critique it, and send me your thoughts at flexcpas@gmail.com.

**Cheers,
Ron Niemaszyk**

LOCATING A FLEX JOB OPPORTUNITY

LOCATING

FLEX WORK

WHERE THE FLEX POSITIONS ARE POSTED

There are plenty of **online outlets** that can be overwhelming when trying to located a flex work opportunity.

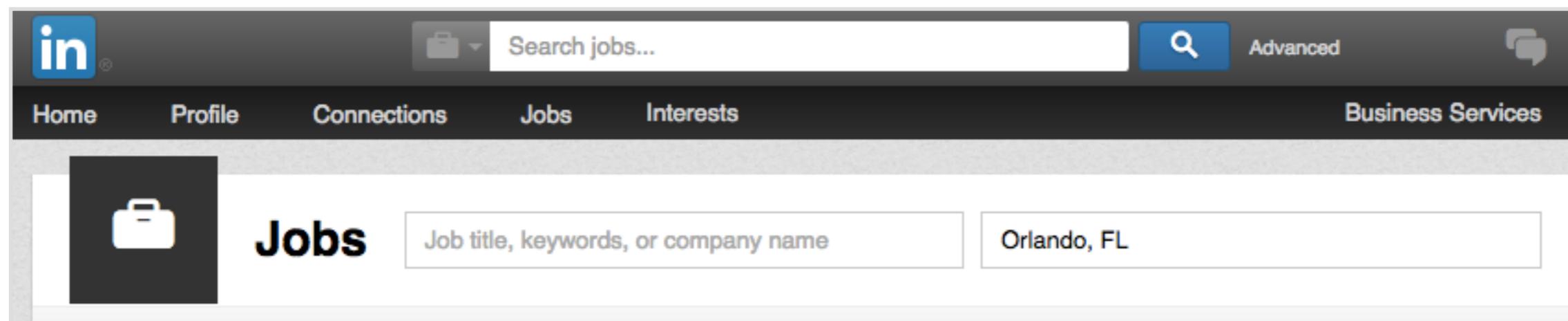
The next few slides will showcase what has worked best for our company in bringing on **10+ flex employees.**

WHERE THE FLEX POSITIONS ARE POSTED

LinkedIn

This is a great start when trying to search for flexible work arrangements. In today's world, your **LinkedIn connection** might know someone who knows someone that is looking for a remote worker.

Use your network to your advantage by searching for a position on LinkedIn's job board. Just update the preferences, see who you are connected with at that company and **send a kick-butt email** (explained in future slides).



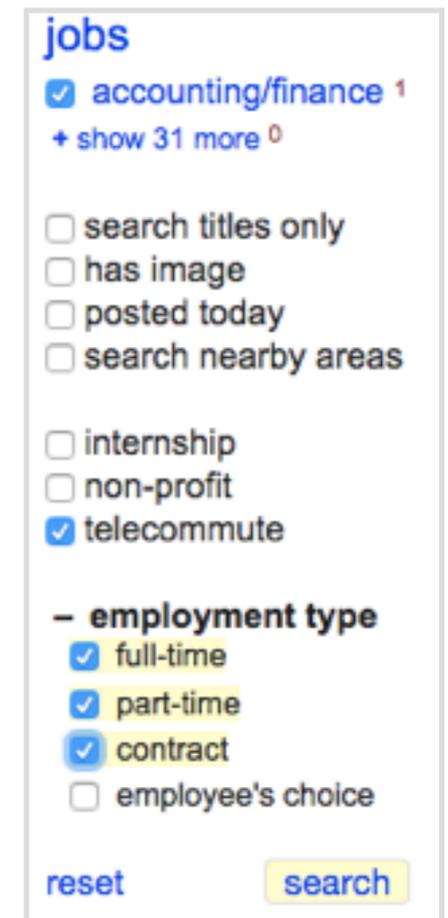
WHERE THE FLEX POSITIONS ARE POSTED

Craigslist

Craigslist can be a great resource in searching for job position that are considered flex. They have a **selection of flex options** to aid in filtering out the regular 9–5 job postings.

However, there are some significant downsides to Craigslist. Here are just a few:

- Have to filter through the spam
- One of many who apply for the position (must stand out)
- Low response rate from employers



A screenshot of the Craigslist job search filter interface. The filters are organized into sections. The first section is 'jobs', which includes a checked checkbox for 'accounting/finance' with a '1' next to it, and a '+ show 31 more' link. Below this are several unchecked checkboxes: 'search titles only', 'has image', 'posted today', and 'search nearby areas'. The next section is 'employment type', which includes checked checkboxes for 'full-time', 'part-time', and 'contract', and an unchecked checkbox for 'employee's choice'. At the bottom of the filter panel are 'reset' and 'search' buttons.

Craigslist Ninja
email tactics
explained below



WHERE THE FLEX POSITIONS ARE POSTED

Accountingfly.com



Accountingfly is the industry's only **accounting specific job board** and network. Locating a traditional job is super easy and however you will have to filter through the flex opportunities posted one by one (i.e virtual positions, etc).

For example, I typed in Denver, CO and immediately saw the posting below. Then when I clicked in to the position, on the right hand side displayed a recommended list of 10+ virtual accounting positions. Boom!



[Virtual Bookkeeper](#) Easy Apply

[Catching Clouds](#) - Denver, CO

[Catching Clouds](http://www.catchingclouds.net/) is a Colorado-based e-commerce accounting services business. We are a modern, dynamic, and virtual business that is looking for fun and dynamic people...

16 days ago

WHERE TO POST YOUR JOB POSITION

FlexJobs.com

This site is the go-to job board for individuals looking for a flex work schedule. There are **limited accounting positions** which means applying might be a tad difficult for accountants looking for work.

We hand-screen every job and company (so you don't have to!), and we make sure that there are four hard-to-find key elements:

 Professional Jobs From CEO to Customer Service Rep, we've helped job seekers find every level of job in dozens of categories in the US and around the world. Job Categories >	 Flexible Work Options Whether you're after telecommuting jobs, part-time jobs or freelance and contract work, Flexjobs has the right job to fit your lifestyle. Job Categories >	 Legitimacy We scour thousands of sources then handpick only the ones that meet our high standards before serving them up to you. Latest Jobs >	 Satisfaction Guaranteed If we don't succeed in our efforts, we are happy to offer a satisfaction guarantee. Just cancel and ask for a refund. Simple as that. We truly want our users to be satisfied with our service and to feel that it's been worthwhile for you. 10 Reasons to Use Us >
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FlexJobs has a fee on the prospect looking for a flex opportunities which aids in **filtering out the junk** candidates and allow employers to want to look at your application.

NINJA EMAIL

TACTIC

NINJA EMAIL TACTIC: APPROPRIATE PERSON

Appropriate Person

There is an amazing ninja tactic you can use to get noticed by the decision makers. It's called the "**Appropriate Person**" email template.

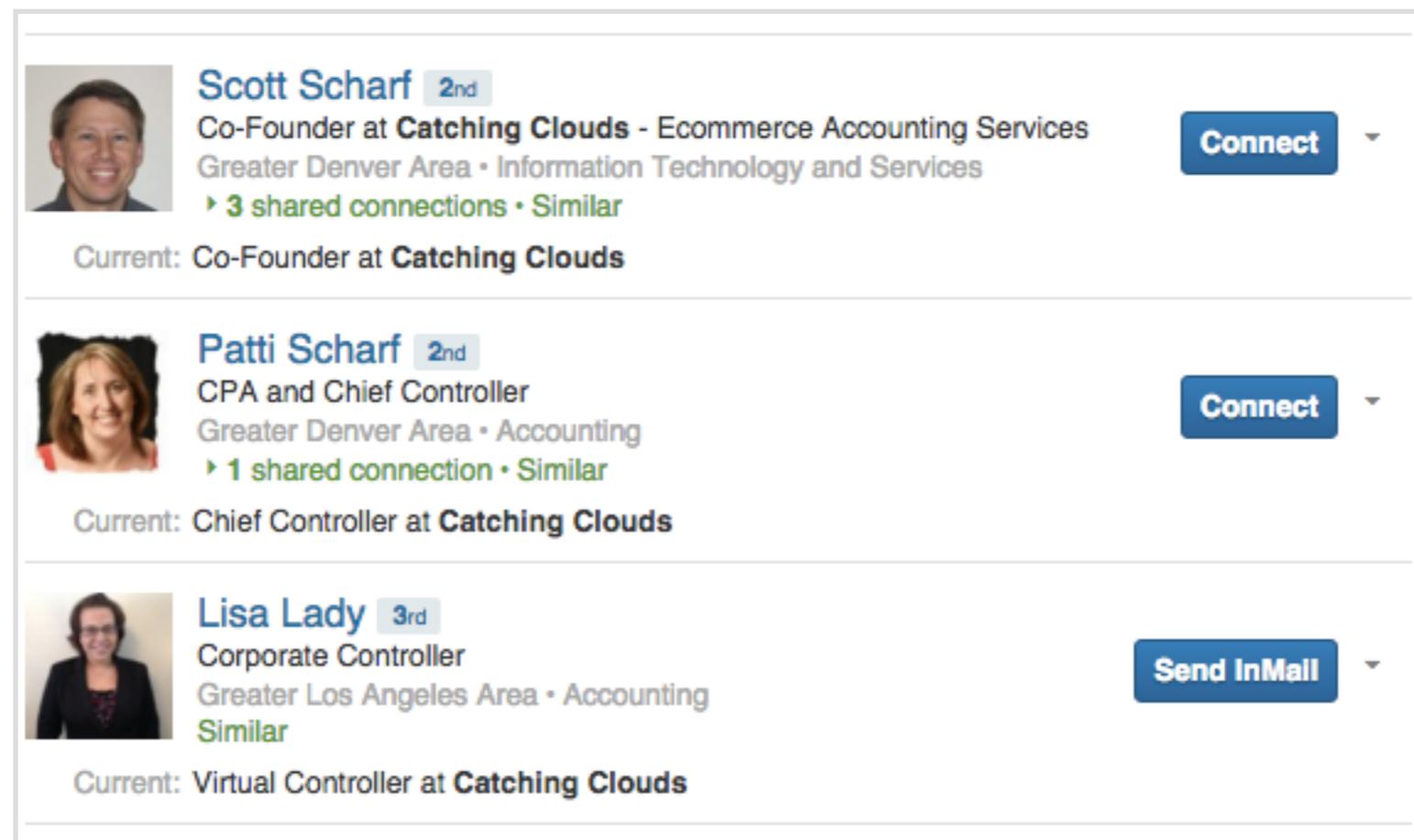
If you have located a job posting, or noticed someone is looking to hire a flex staff, don't just apply to the position on the job board. Get creative and with a little bit of research, plus a great email, your response rate will be **60-80%**!

The next few slides will walk you through the appropriate person ninja tactic.

NINJA EMAIL TACTIC: APPROPRIATE PERSON

Who To Contact

Once you have the name of the company that posted the flex position, head to LinkedIn and search for that company. You will notice the company profile as well as the LinkedIn profiles that show who is currently working there.



The screenshot displays three LinkedIn profiles for employees at 'Catching Clouds'. Each profile includes a profile picture, name, degree, current position, location, industry, and a button to connect or send an email.

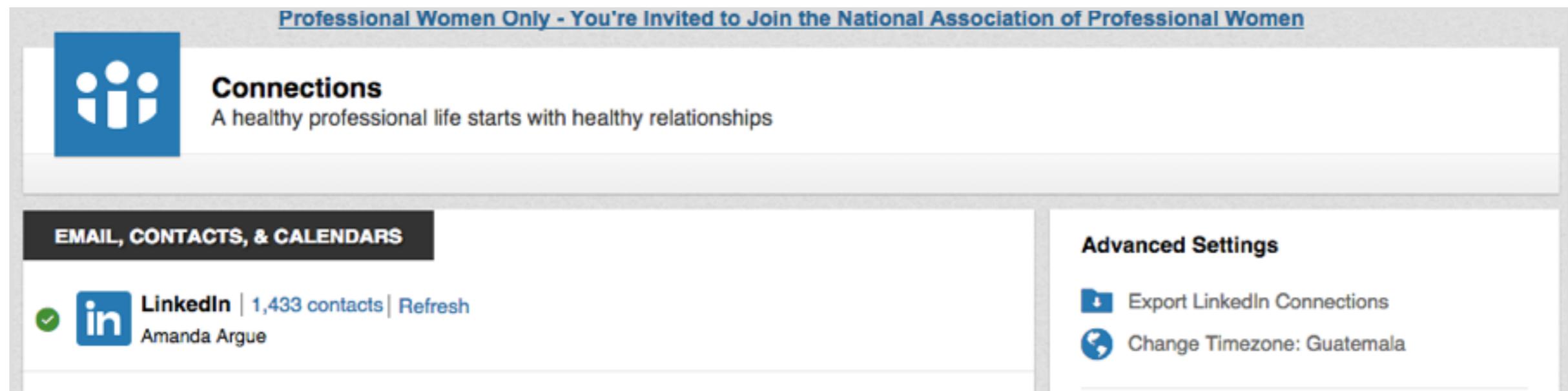
Name	Degree	Current Position	Location	Industry	Action
Scott Scharf	2nd	Co-Founder at Catching Clouds	Greater Denver Area	Information Technology and Services	Connect
Patti Scharf	2nd	CPA and Chief Controller	Greater Denver Area	Accounting	Connect
Lisa Lady	3rd	Corporate Controller	Greater Los Angeles Area	Accounting	Send InMail

NINJA EMAIL TACTIC: APPROPRIATE PERSON

Who To Contact

Once you have determined the decisions makers (founders, owners, partners, head HR recruiter), head to the company website and located the **email addresses of 3 of the top decision makers.**

Or, if you cannot locate the email addresses online, connect with them on LinkedIn. Once they accept the invitation, you will automatically be granted their email address under the Connections tab -> **export LinkedIn connections.**



Professional Women Only - You're Invited to Join the National Association of Professional Women

Connections
A healthy professional life starts with healthy relationships

EMAIL, CONTACTS, & CALENDARS

LinkedIn | 1,433 contacts | Refresh
Amanda Argue

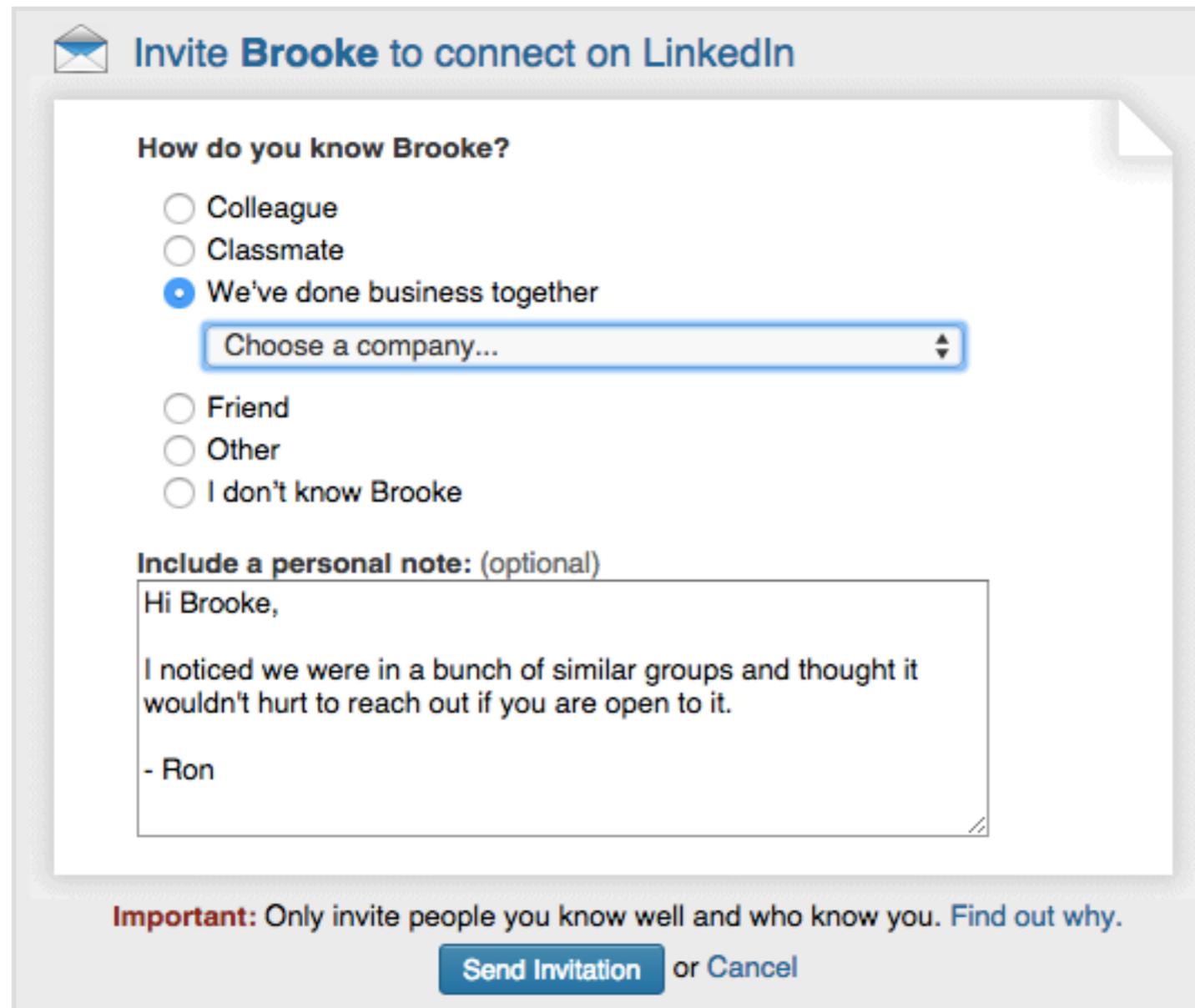
Advanced Settings

- Export LinkedIn Connections
- Change Timezone: Guatemala

NINJA EMAIL TACTIC: APPROPRIATE PERSON

LinkedIn Connections

Once you have found the decision makers, the next step is to connect with them on LinkedIn.



The screenshot shows a LinkedIn invitation dialog box titled "Invite Brooke to connect on LinkedIn". It contains a form with the following elements:

- How do you know Brooke?**
 - Colleague
 - Classmate
 - We've done business together
 - Choose a company... (dropdown menu)
 - Friend
 - Other
 - I don't know Brooke
- Include a personal note: (optional)**
 - Hi Brooke,
 - I noticed we were in a bunch of similar groups and thought it wouldn't hurt to reach out if you are open to it.
 - Ron

At the bottom, there is an **Important:** notice: "Only invite people you know well and who know you. [Find out why.](#)" and two buttons: "Send Invitation" and "or Cancel".

To increase the connection response rate, add a personalized message in the connection field to spark their attention.

Ninja Email Tactic: Appropriate Person

Email Subject: Appropriate Person

You will send individual emails to all three contacts collected. Here is the template to use & attach your resume/cover letter:

Hi [FIRST CONTACT],

I'm writing in hopes of finding the appropriate person to discuss [NAME THE POSITION]. I also wrote to [SECOND CONTACT], and [THIRD CONTACT] in that pursuit. If it makes sense to talk, let me know how your calendar looks?

I am currently a [NAME CURRENT JOB POSITION AND/OR LICENSE THAT YOU MIGHT HOLD]. However, I have dreams of [NAME THE REASON WHY YOU WANT THE POSITION]. I have attached my resume and cover letter for your to review. I am eager to discuss the opportunities with [INSERT COMPANY NAME].

If you are the appropriate person to speak with, what does your calendar look like?

If not, who do you recommend I talk to?

Thanks,

FIRST AND LAST NAME
CONTACT INFORMATION

NINJA EMAIL TACTIC: APPROPRIATE PERSON

The Money Is In The Follow Up

This is the biggest mistake I see job applicants make. **Most people do not respond to the first email sent.** They might have skimmed through it, and if you are lucky, tagged it to respond back to later.

But, if you implement a follow up strategy, you will receive at **60-80% response rate** on your initial email from at least one member of the company you are reaching out too. Here is the follow up strategy you should follow until one contact from the company tells you “no” or “not interested”.

Work Days Only

Day 1: Initial Email

Day 3: Follow Up Email

Day 7: Follow Up Email

Day 9: Follow Up Email & continue this schedule until you receive a response.

**Q&A WITH FLEX
MANAGEMENT**

Q&A WITH POTENTIAL FLEX MANAGEMENT

By now, you have searched the internet, found a job position and are beginning to reach out directly to the decision makers utilizing their company email addresses.

The next step is to be asked to host a **phone or in person interview. Management will want to make the determination that you would be a good fit for the firm as well as confirm that you will be able to handle a flex job position.**

The next slide provides **questions that will most likely be asked help the company determine best talent to fill their position.**

Flex Interview Questions

- 1. If you are considering working virtually, do you have a plan on how you will be able to work from home?**
- 2. Are you able to work in a space (home office) that will help eliminate distractions?**
- 3. How socially active were you with your other employer? Do you see yourself needing social elements at work?**
- 4. What is your backup plan if your internet suddenly does not work?**
- 5. Are you willing to change around your schedule based on emergency client calls/emails?**
- 6. How do you deal with stress and how does it come into play when working remote for you?**
- 7. Dependability is important when working a flex arrangement. Can you describe a time where you were dependable with your previous role?**

END OF

PRESENTATION