

Peoplesourcing Certification Program

By Irina Shamaeva

For the program description please refer to:

- [Announcing People Sourcing Certifications](#)
- [Peoplesourcing Certifications](#)
- [Certifications FAQ](#)

The Training Day Outline

Levels 1 and 2

"People sourcing" or "Peoplesourcing" is finding information about professionals. We do Peoplesourcing so that (either we or our business partners) get on the phone – or, perhaps, on Skype or on Google-plus-hangout ☺ – with just the right people and as soon as possible. Peoplesourcing is also helpful for making a cold call warm.

Schedule

Wednesday March 28, 2012: Training Day for Level 1

1. Session 1. 8:30 AM PST/11:30 AM EST – 90 min long
2. Session 2. 10:30 PST/2:30 PM EST – 90 min long
3. Session 3. 1 PM PST/4 PM EST – 90 min long

Wednesday April 4, 2012: Training Day for Level 2

1. Session 1. 8:30 AM PST/11:30 AM EST – 90 min long
2. Session 2. 10:30 PST/2:30 PM EST – 90 min long
3. Session 3. 1 PM PST/4 PM EST – 90 min long

The outline below applies to both levels, with topics specific for a level marked accordingly.

8:30 AM-10:00 AM PST

Session 1: Search

Introduction: The purpose of mastering peoplesourcing

Internet Research

- Terminology research
- Finding target companies
- Job Title research
- Where do the potential leads “hang out”?
 - Memberships
 - Events

Search Engines

- [L2] How search engines work
- [L2] Deep, Surface, and Real Time Web
- [L1] The Boolean logic
- The fundamentals of Google Search
 - Syntax rules: the core operators; X-raying; special characters

- Utilizing Settings and Options
- Avoiding personalization; [L2] Verbatim

Strategies and Best Practices

- Searching process
- Excluding false positives
- Examples

[L2] Custom Search Engines

Searching without Google

- Search Engines Comparison
- Bing overview
- [L2] Bing/Yahoo syntax
- [L2] Blekko; DuckDuckGo; Exalead overview

Metasearch engines

10:30 AM – noon PM PST

Session 2: Social Networks

Introduction

- Finding prospects
- Communicating options
 - Call or email?
- Why a modern recruiter needs to be “Social”
- The top networks comparison

LinkedIn In-depth

- LinkedIn vs. Job Boards
- Levels of membership
- How to properly use people search
- Uncovering Hidden names
- How to message members
- What can be revealed by X-raying
- [L2] LinkedIn secret productivity tips

Facebook

- People search applications
- [L2] Limitations

Google-Plus

- What Google-plus means for your business
- People search techniques
- [L2] Google-Plus advanced tips

Twitter techniques for branding

[L2] More networks: Quora, Pinterest, Meetup, etc.

1 PM-2:30 PM PST

Session 3: Tools

What makes peoplesourcing productive?

What about the phone?

People Search Engines

- [L2] How People Search Engines work
- Pipl; Zoominfo; Jigsaw
- [L2] other people finders: Yahoo people search, Zabasearch, etc.

X-raying vs. searching “inside”

- How to X-ray membership sites

What can and cannot be automated

Parsing, Sourcing, and Filtering Tools

- Email Extractors
- Browser Extensions
- [L2] Outwit Hub

How to find contact information

Cross-Referencing and Verification

- Finding Friends
- Xobni

Distributed profiles and “Dream Software”

Saving and sharing

Searching Internationally

[L2] The state of semantic search

Posting Jobs

Putting it all together

Step-by-step Peoplesourcing Scenarios

How to keep and improve your peoplesourcing skills

Please feel free to contact me with any questions -

Thanks,

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