

1. Page Title: Your Application - We See You Didn't Complete It

Dear _____:

Hi! We just wanted to follow up with you about your iPASS membership application. We see that you didn't complete it, and we'd like to help you get it submitted. Submitting your application is essential, so that you can receive your Black Belt Recruiter certification.

We know your time is valuable, and so the application is a short one: much shorter than if you were filling out a job application. We just need some basic information from you and a couple of professional references and their e-mail addresses. After that, we'll provide you with you an e-mail address where you can send us your resume or CV. Since we know most of your important information will be on your resume, we'll use that to get your employment history, past training, etc. rather than making you type it all out again separately.

Maybe the issue is money. We completely understand that. Times are tough for all of us right now, and you need to be very careful about what you can and can't afford. But the \$250 application fee for iPASS membership is a good investment, that will actually save you money in the long run.

With iPASS membership, your certification is for life. You don't need to update it by paying for more "continuing education" training courses every year, or keep it current with later membership dues. It's a one-time fee. And after that, once you're certified, you'll be certified forever.

Getting your certification will also open up a lot more job opportunities for you, and qualify you for some much higher-paying options. So honestly, you can't afford NOT to get your iPASS membership. It will open up a lot more doors for you and be a major push for your career.

If you need any help completing any part of your application, or have any other questions, issues, or concerns, don't hesitate to contact us. We want to see you get your recruiter certification, and we'll do whatever we can do get you on your way. We look forward to seeing your completed application soon!

Sincerely,

Black Belt Recruiter

2. Welcome to Blackbelt Recruiter - Thanks for Joining Newsletter/Overview of Services

Dear _____:

This is just a note to thank you for subscribing to our newsletter. We hope it will prove a valuable resource to you, and we're glad to help you stay current on the latest recruiter news, tools of the trade, recruiting techniques, jobs, and more.

We also thought you might like to know a little more about who we are at Black Belt Recruiter and the types of certification we provide. Here's an overview of our offerings and what they entail.

Brown Belt Recruiter. This is for people just starting out in the recruitment industry. You don't need any experience or training. Just a commitment to our Code of Ethics, to show your dedication to the recruitment field. The Brown Belt is your gateway to bigger and better things.

Green Belt Recruiter. This is our largest group of recruiters. It requires at least two years of job experience in the field. Green Belt certification shows your commitment to your craft and your desire to build your reputation on recruitment best practices.

Red Belt Recruiter. Red Belt certification is for people with five or more years of recruiter experience. By this time, you've proven yourself to be someone who knows the ropes and have probably developed a niche in which you excel. At the Red Belt level, you can lead a team of junior recruiters and teach them the lessons you've worked hard to learn.

Black Belt Recruiter. Less than 1% of recruiters reach this level. But if you're committed, it's worth the effort. To earn your Black Belt, you need at least 10 years of experience. This shows potential employers that you've had the necessary training to do the job better than anyone else. There are no continuing education requirements to maintain your certification or anything else that implies you're somehow no longer qualified to do the job you've trained so hard to do. Once you've got your Black Belt certification, you have it for life.

If you have any questions, contact us. We'd love to help you on your way to a better career and a better life through recruiter certification.

Sincerely,

Black Belt Recruiter

3. Why Blackbelt is the Best Program

Dear _____:

We know you have a lot of options to choose from when earning your recruiter certification. Each program has something unique to offer. So why should you choose BBR? Here are a few reasons why Black Belt Recruiter is the best program there is for recruiter certification.

- **It's trusted.** Black Belt Recruiter is the certification program a lot of employers trust most. In fact, for a lot of people, it's the only certification program they're even familiar with. They know our reputation, so when they see Black Belt Recruiter certification on your resume, they'll know that you too are worthy of their trust. That you've had the necessary training and are an unequivocal expert in the field.
- **It's flexible.** Most other recruiter certification programs have specific training courses attached to them. Many programs make most of their money through the courses they offer, rather than through certification. Which means that it's in their best interest to make you take and pay for as many courses as possible before you can get your certification. BBR offers no training and focuses only on certification. Our Curriculum Committee keeps track of all the recruiter courses and programs out there and maintains a list of which ones contribute to your overall education. This way, you can choose your own training courses and get your certification in the way that works best for you.
- **It's permanent.** Some recruiter certification programs require continuing education, with a certain number of courses taken every year in order to keep your certification "current." Other certifications expire every year or two and require a whole new test to renew them. Either way, you end up paying over and over again to prove you can still do the job that you're already qualified to do. But when you get your Black Belt Recruiter certification, you take one set of courses, apply one time for membership, and then you're in for life.

Contact us for more information, or submit your application. Black Belt Recruiter certification really is the best option, and we'd love to help you get your certification.

Sincerely,

Black Belt Recruiter

4. How Does Certification Impact Your Recruiting Career?

Dear _____:

We greatly appreciate your interest in getting your recruiter certification through Black Belt Recruiter. We wanted to give you just a little bit of background to help you understand why recruiter certification is so important, and what it can do for your career.

First of all, recruiter certification is quite the feather in your proverbial cap. Companies looking to hire a recruiter will be more likely to consider someone who's certified than someone who isn't, as it means they've met a certain standard of qualifications. What's more, certification from Black Belt Recruiter looks even better on a resume than other services. We're the most respected name in recruiter certification, so certification from us makes you stand out among others vying for the same position. Certification increases your job opportunities and gives you a leg up.

But more than that, recruiter certification actually helps you to do your job better. Going through the process of certification provides you with the tools you need to become an expert in the recruitment field. Using the tools you gain from certification, you can then gain more experience in your career. And experience is the teacher that never stops teaching.

The certification process proves that you know things like name generation, from cold calling to recruiting candidates online, as well as general networking skills. You'll be able to work with both candidates and hiring managers and help them both get what they want.

Once you're certified, you've proven to yourself and to the world that you can do your job well. And from there on out, you can only get better. Through recruiter certification, you can hone your craft and increase your expertise, which further increases the number of job opportunities available to you, and allows you to make more money as well.

If you have any other questions or concerns, feel free to contact us and we'll do our best to help you out. At Black Belt Recruiter, our focus is on getting you certified, so that you can get to doing what you do best: recruiting.

We look forward to hearing from you!

Sincerely,

Black Belt Recruiter

5. Certification FAQs

Dear _____:

We know you're currently looking into getting your recruiter certification. And we know that there are a lot of options out there for where you can get it. So why should you consider getting your certification through Black Belt Recruiter? Well, it's because we're not like any other recruiter certification program out there.

For one thing, we don't offer any kind of training. Just certification. But how is that a good thing? Most certification programs come attached to pre-packaged training programs. They know what you need to do to get certified and can train you to do it. Then at the end, they'll certify that you know. It seems convenient. But in the long run, it's a lot of extra hassle.

Companies that offer training are often more concerned with selling you training courses than they are with getting you certified. It's through the courses that they make their money, so they come up with as many courses as possible that you need to go through before they'll certify you. Then they require Continuing Education. Every year, you need to take another couple of classes (which they gladly offer for a small fee) in order to keep your certification "current."

At BBR, we don't do things that way. First of all, we believe that everyone learns differently, and so we give them the freedom of choice when it comes to their training. You can choose the courses you need and do them when, where, and how you want. Choose your courses like choosing a college curriculum. All we care about is that at the end, you meet the necessary requirements.

Furthermore, we believe that once you know how to do your job, you'll always

know. Sure, the recruitment field grows and evolves, but the best teacher is on-the-job experience, not paid training. So once you have your certification, you won't ever lose it or need to "keep it current." Just keep learning and evolving along with your field.

If you have any other questions or issues, be sure to contact us. We look forward to helping you attain your recruiter certification.

Sincerely,

Black Belt Recruiter

6. Certified Recruiters vs. Un-Certified Recruiters

Dear _____:

Are you still looking for reasons why you should apply for recruiter certification? Or maybe you're just looking for reasons why you SHOULD'N'T apply. After all, you've been in the business a long time. Why should you spend extra time and money on special training? Isn't experience the best teacher? You have plenty of experience as a recruiter, and it's taught you everything you need to know.

We at BBR couldn't agree more. That's one of the reasons why we don't offer training ourselves. Just certification. We're not trying to squeeze extra money out of you for training courses that you have to renew every year in order to keep your certification "current." If you know your job, you know your job. Nothing can take that away from you. But that doesn't mean recruiter certification isn't still important. Here's a look at how certified recruiters differ from uncertified recruiters.

- **Certified recruiters have access to more jobs.** You may not think recruiter certification is worthwhile, but employers do. If an employer has two resumes in front of them, with similar qualifications and experience, they'll be much more likely to hire the one that lists recruiter certification, as it distinguishes them as an expert in their field. A certified recruiter will have many more employment options.
- **Certified recruiters can make more money.** Not only can certification get you more jobs, it can get you jobs that pay more. In some cases, simply earning your certification can bump you up automatically to a

higher salary. And in most other cases, you can use your certification to negotiate for more money, by virtue of the increased credibility it affords you.

- **Certified recruiters have more tools, to do a better job.** Recruiter certification isn't just about status. The training really does help. It can help you further develop your industry expertise and arm you with the tools you need to advance your own education in the future. This ultimately leads certified recruiters to do a better job than uncertified ones.

In light of these facts, we hope you'll consider letting us help you get your recruiter certification.

Sincerely,

Black Belt Recruiter

7. Blackbelt Graduates Speak!

Dear _____:

By now, you've heard our sales pitch. You know our reasons for why Black Belt Recruiter certification will benefit your career and help you distinguish yourself as an expert in the field of recruitment. But why just take our word for it? Listen to what three of our certified recruiters have to say about receiving their certification from Black Belt Recruiter.

"I've been a recruiter for about 10 years now, but I always held off on getting my certification. Most of the programs I knew of required you to renew your certification every year or two, or lose it entirely. That meant another 20 hours or so every year doing training, another few hundred dollars to take the courses, and finally another test. It just didn't seem worth it. But then I found Black Belt Recruiter. Once you're certified, it doesn't expire. No more classes, no more money. And it looks great on my resume!"

"Since Black Belt Recruiter doesn't offer training programs themselves, that means I'm free to take the courses I want, and get certified MY way. Their Curriculum Committee is completely unbiased, and rather than endorsing a specific set of courses to take, has a list of all the courses and programs out there that meet their certification requirements. They let me pick and choose

courses from all over, so long as they added up to the right requirements in the end. I found one terrific course that wasn't on their Approved list. So I e-mailed them, and they looked into it. They vetted the course to make sure it was OK, and added it to their list! Their whole setup made getting my recruiter certification much simpler than it would have been otherwise."

"I love the Black Belt Recruiter Code of Ethics. They've built up a reputation for integrity and great relationships. My BBR certification now gives me the same reputation in the eyes of my employers and clients."

If you have any questions or concerns, please let us know. We'd love to help you in any way we can. We look forward to hearing from you!

Sincerely,

Black Belt Recruiter

8. Free Ebook offer - Top 10 Reasons to Get Your Recruiter Certification

Dear _____:

Hi! We hope this message finds you well. We know you're interested in getting your Black Belt Recruiter certification, but we thought you might need a little bit of extra convincing. There are plenty of reasons why recruiter certification will benefit your career, and plenty more reasons why you should get your certification through Black Belt Recruiter. In fact, there are far more reasons than can be expressed in an e-mail like this. So we want to offer you this free eBook: "Top 10 Reasons to Get Your Recruiter Certification."

The book, available for free download, is full of great information on what recruiter certification is, what it means to employers, and how it benefits you. It explains to you how your recruiter certification can lead to more job opportunities, more money, and in general a better career. Certification boosts your credibility and proves that you have what it takes; that you're one of the best in your field.

The book also talks about the importance of training and all the different options you can choose, as well as how that training can help you learn even more from experience on the job, and how experience on the job can help you increase your credibility and job opportunities even more.

You probably have plenty of reasons why you haven't tried to get your recruiter certification yet. Either the training takes too much time, or you don't have the money for the application fee, or you think you're doing just fine without it. Whatever your reasons are, though, there are at least 10 different reasons why you SHOULD get your recruiter certification.

And we're offering you an in-depth look at those reasons now, for free, so you have nothing to lose. If once you've read the eBook, you're still not convinced, then no hard feelings. But we hope you'll see how important recruiter certification can be to your life and career, and why you need it.

If you have any questions or issues, contact us. We look forward to helping you take this next step in your career as a recruiter!

Sincerely,

Black Belt Recruiter

9. Types of Training We Provide

Dear _____:

One of the most frequent questions we get asked by our customers and potential customers is, "What types of training do you provide, to help people achieve recruiter certification?" Well, there are two answers to that question: a short one and a long one. The short answer is, "None." Here's the longer answer.

At BBR, we do have plans to offer some basic forms of recruiter certification training in the future. When we do, we'll keep you updated on exactly what kind, and how it can be useful to you. However, in general, training isn't what we're in business to do. Our job is to provide certification. And keeping those two categories separate is important to our company's philosophy.

A lot of other recruiter certification companies focus not on the certification itself, but on training programs. Most of their money is made selling courses to train you for certification. Which means their business is dependent on convincing you that you can't obtain your certification without paying for their program. Then, once you've got your certification, you still need "continuing education" courses to

make sure you remain fit to do the job you're certified to do. And so you end up paying more and more money, just to learn to do your own job.

Everyone has their own way of learning. That's why Black Belt Recruiter certification accepts a variety of third party training programs, all carefully selected to meet our rigorous standards. You can choose your courses as needed for the level of certification you're looking for, like completing a college major. That way, you can get your requirements done in a way that works for you.

We also understand that the best training comes from on-the-job experience. Once you're certified, you don't forget how to do your job and need more classes. Your education never stops, but the only way it'll be effective is if it's hands-on.

Your recruiter certification is the first step towards obtaining that hands-on experience and becoming a first class recruiter. Our job is to get you through that first step. After that, it's up to you.

Sincerely,

Black Belt Recruiter

10. What makes the Black Belt Recruiter Certification unique?

Dear _____:

We at BBR want you to understand just how important recruiter certification is. We know you have a lot of questions about who we are and what we do. We wanted to take the time to answer some of them for you. Here are a few of our most frequently asked questions.

What makes the Black Belt Recruiter certification valuable?

BBR is the major name in recruiter certification. We're the name most people trust, and in most cases, the only one they even know. That's because we're the experts. We know what certification means, and what it requires. So when people see Black Belt Recruiter certification on your resume, they know you know what you're doing.

What makes the Black Belt Recruiter certification unique?

Many other recruiter certification services are more focused on the training programs they sell than they are on certification. Black Belt Recruiter certification lets you choose the training courses that work for you, in order to get your certification in a way that's comfortable. Our job is to verify that you have the experience necessary to obtain certification. How you get that experience is largely up to you.

What kind of training do you provide?

None. That's not what we're about. At BBR, we believe that your best training occurs not in a classroom, but on the job, handling real issues and learning how to deal with them. Which is why our focus is on getting you certified to perform the job, rather than selling you a lot of "necessary" training courses that have to be taken before you can advance.

Why do Black Belt Recruiters need experience?

As we said, the best training comes on the job, and it can be done in a variety of different ways. Therefore, the best judge of someone's qualifications as a recruiter is how much time they've spent in the field, and how much practice they've gotten in that time.

We hope this helps you better understand who we are and what we're all about. If you have any other questions or concerns, please let us know. We look forward to hearing from you!

Sincerely,

Black Belt Recruiter

11. Following Up on Your Submission

This is just a note to follow up with you about your recent submission regarding recruiter certification from Black Belt Recruiter. We're excited that you've taken this first step towards certification, and we're eager to help you through the rest of the process. And so we wanted to give you a quick overview of what the next steps are.

- **The application.** The application for recruiter certification is fairly short: some basic employment and contact information and a few references. Most of the information we need will be on the resume you'll upload along

with it, so we'll just glean it from there, rather than making you fill out a lot of information twice.

- **The membership fee.** For membership in iPASS, you'll need to make a one-time payment of \$250. However, after your payment is received, your membership is secured for life. Unlike other types of recruiter certification, it doesn't expire, and there's no need to retest or renew it with continued education. We believe that the best type of education is on-the-job experience, and so we provide you with the tools to obtain it.
- **The training.** At Black Belt Recruiter, we don't offer any training ourselves, but we strive to help you get through the training process in the way that works best for you. Rather than selling you a pre-packaged training program that's more about getting you to pay for as many courses as possible than about teaching and certifying you, our Curriculum Committee maintains a list of all the recruiter training programs and individual courses that meet our requirements for certification. That way, you can pick and choose the courses you want. And if you find a course you'd like to take that isn't on our list, you can tell us about it, and we'll take a look to see if it meets our standards. If it does, we'll add it to the list!

We'll be in touch soon to guide you through the process of recruiter certification. In the meantime, if you have any questions, feel free to contact us. We look forward to speaking with you!

Sincerely,

Black Belt Recruiter