

# Getting Help - Part One

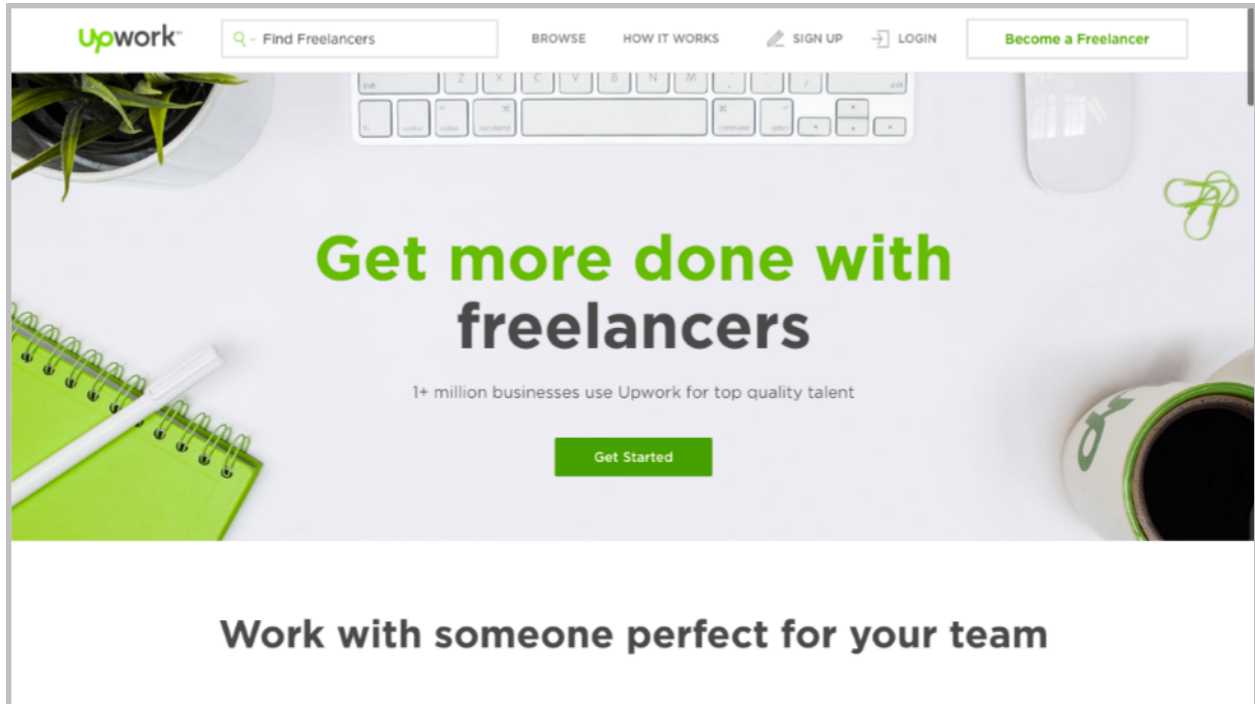
Hey, everybody. In this presentation I'm going to share some tips and tricks I've learned over the years on how to hire contractors and employees to grow your business.

If you're just starting out you may be a solo practitioner doing everything yourself. I did this too, but only for a few weeks. As soon as you have any revenue coming in from patient visits, I encourage you to hire a staff member as soon as possible. It's tempting not to do this. After all, why give up your hard-earned income when you're just starting out? The problem is, if you don't have help, you won't be able to grow your practice and achieve your goals. You'll be stuck in the weeds doing a lot of things you probably don't enjoy doing and you'll never be able to break free from the grind.

There are several times along my path where it felt like a stretch and a big risk to hire the next person but, so far, I've never regretted doing that. In fact, you'll often hear business advice of hiring six months in advance of when you think you need to hire, and I've found that to be a good guideline in general.

We talked about what kind of help most clinicians will need and when earlier in the practice management unit. In this presentation I'm going to focus on how to find that help. I've discovered there is a bit of an art to this, and finding good people can be a challenge.

First, let's talk about where to look. By far, the best source to begin with is your personal network. You can post on Facebook, LinkedIn, send an email to your colleagues, friends, and family, or if you already have staff members, ask them if they know anyone who is looking for a position. Word-of-mouth referral means a lot more than a resume and a cover letter, and we've sourced a lot of employees this way.



The second potential source, if you're hiring independent contractors rather than employees, is Upwork. Upwork is a service that links contractors with business owners and employers. You can either search contractors on Upwork and invite them to interview, or you can post a job and allow people to apply. You can, of course, specify particular criteria such as geographical location, skills, and experience. Benefits of Upwork include that it has a large pool of contractors, and Upwork handles all of the paperwork for tax filing and payroll, and you just pay Upwork. The downside of Upwork is the fees. You pay 2.75% of every transaction that you make through the platform, so if you pay a contractor \$1,000 in a month, you pay Upwork \$275. However, if you spend more than \$910 a month, which you almost certainly will if you have a regular employee, you pay a flat fee of \$25, so that's not too bad. Upwork also has a non-circumvention clause, so if you hire a contractor on Upwork and then want to hire them as an employee outside of Upwork to avoid ongoing fees, you have to wait two years, or pay an opt-out fee of \$2,500, or a fee that is calculated based on other factors, and you can see Section 7 of their terms of service for more information on that.

I relied heavily on Upwork as my clinic grew but, at this point, I'm not really using it. I've found it is cheaper at our stage of growth to hire outside of Upwork and avoid the fees. If I were doing it all over again, I'm not sure what I'd do. I was growing so fast that I was willing to pay the Upwork fees in exchange for the convenience that it afforded. It allowed us to quickly find contractors and not have to deal with paperwork for taxes and payroll for those contractors. To some extent, it really boils down to preference. If you want to do things as cost effectively as possible, and you're willing to put more admin work in, then you should avoid Upwork, but if you're willing to pay for convenience, you don't already have admin staff, and you don't want to do that work yourself, Upwork may make the most sense.

There are other options for finding staff, of course. Your own email list, if you have one. If you've been working on evergreen authority type of things with Keith, and you've been building your list, then that can be a great option for finding people who share your purpose. I've probably hired at least 50 percent of my employees, both at the California Center for Functional Medicine and also over at ChrisKresser.com and Kresser Institute, from my own email list. If you're on my email list, I'm sure you've seen my postings for job positions.



HireMyMom.com is an interesting website. It's mostly mothers—not necessarily mothers—but a lot of women who were full-time employees in various fields such as human resources, administrative assistants, bookkeeping, or financial management. They left the workforce to have children, went on maternity leave temporarily, went down to part-time, or now they are ready to return to the workforce at least part-time and, in many cases, are looking for a virtual position with some kind of flexibility so that they can continue to be at home with their kids. We've had some pretty good success with HireMyMom.com. It's free for employers to post jobs, and I think the potential employees pay to subscribe to the service.

Craigslist, if it exists and has a good presence where you are—which it does in most cities—has not been as good for us. We tend to get pretty low-quality applications when we post on Craigslist, but there have been a few exceptions. It's pretty low cost. It's \$75 to post a job advertisement, so compared to some other paid services, such as LinkedIn, it's a lot more affordable, but again, for us at least, the quality has not been as good.

Then there are services such as Glassdoor, LinkedIn, paid ads, Monster, and other national services. We have tried some of these. We've never actually hired a staff person from any of these services,

and we've paid much more than we've paid, obviously, for HireMyMom.com, which is free, and Upwork, which is free. I don't necessarily want to discourage you from using them, I just haven't had as much success.

There is a relatively new service called Localwise, which focuses on finding employees locally. It's kind of like Craigslist, but it's more specific for employment. We've had decent luck with that. We recently started using it. We've got some okay applications. I have a colleague who has done really well with Localwise sourcing local employees for his business. We haven't had as much luck.

Finally, there is another—I believe it is free—service called Ladders. I think it is TheLadders.com, and that is another similar job-posting service. We haven't had much luck with it, but I know some people do fairly well, so lots of options here. It probably will depend on where you live and what your particular setup is to determine which is best for you.



A hybrid solution if you don't want to use Upwork, but you still want some of the benefits of Upwork in terms of managing your contractors, is called Hubstaff. This is software designed to manage projects and track the work of remote contractors. It takes one, two, or three randomized screenshots within every 10-minute block so that the client can check the progress of their contractors. Each contractor can add manual time if they work on tasks away from their computer. Hubstaff's time sheets can be exported to QuickBooks, PayPal Mass Payment, or a CSV file for the client to review the progress of their contractors. Hubstaff handles payroll and doesn't charge anything extra for that service. More importantly, Hubstaff doesn't take anything from the project money that you give to the contractor. There is a standard \$5 per person rate for using the software each month, and there are no additional costs. In this scenario, you would find independent contractors using the sources mentioned on the previous slide, and then you would use Hubstaff to handle the admin. It's cheaper and more flexible. You don't have to worry about non-circumvention fees or paying 2.75% to Upwork.