

Explain How matchFWD works to an Hiring Manager

So business is good, you need to hire talented people and your inbox is overflowing with astounding resume. Or maybe it's not.

So you go on posting on Monster, Craigslist and some cooler nice job boards. And your inbox gets flooded with unqualified applicants or strangers that are 100 miles apart from the team culture you're building. Then you ask your employees for referrals. And maybe they'll refer you someone. When they are eventually done with all the other work they have to do and decide to spend an afternoon searching their contacts and sending emails.

But wait a second? Did you know your friends and contacts knew awesome talented people you've never met? Well think about it, they do. In fact, if you have 250 friends and contacts on Facebook and LinkedIn, you have over 5000 contacts of contacts. So why haven't you met the ones looking for a new exciting career opportunity? Because your contacts are too busy with their own job, life and PlayStations to search their own contacts when you tell them you are hiring. But what if your friends automatically received suggestions of people to refer you with based on the position, skills you are hiring for and the type of team you're building. And then put you guys in touch with 1 single click.

Well, that's what matchFWD does. matchFWD connects you with the right candidate. And a better fit means a better hire.

It's so simple. You don't even have to fill up a profile and add your contacts; we simply import them from LinkedIn and Facebook.

All you have to do is describe the type of candidate you want and the skills required. matchFWD automatically suggest you contacts you should let know based on their profile or the talents they know and how often they match people. For every possible match, you'll see mutual contacts, recommendations from them and all the information we can find online about the candidate. That'll help you more about them than a simple resume would and get you one step closer to a successful hire.

And don't worry, we never spam your contacts and do wall posts behind you back. We hate that too.

And one more thing, if you have an employee referral program, matchFWD just made your employee's work 1000 times easier.

Welcome to matchFWD, the word of mouth accelerator for the job world.

Simply Making workplaces happier through better matches.

Sign up now; it takes less than 10s, that's 16 times less than what it took you to listen to this video!

Visit matchFWD.com and start building a better workplace now.

Explain How matchFWD works to a Connector

So you've built a huge network, business is good and you're looking for ways to touch point with them. You have more and more contacts looking for "a world class sales manager" or "a better job". And you want to help, plus it doesn't hurt to build social capital at the same time. You might even want to make a little cash doing so.

But that doesn't mean you want to go through all your Facebook and LinkedIn contacts every time and figure out who exactly would be a good fit.

But what if you automatically receive suggestions of people to refer based on what

position your contacts are hiring for or are looking for. And then put them in touch with 1 single click.

Well, that's what matchFWD does. Yes matchFWD, like the career match you're making and the direction you want to go.

It's so freakin' simple. You don't even have to fill up a profile and add your contacts; we simply import them from LinkedIn and Facebook.

All you have to do is click Share when you received referral suggestions for your contacts. And don't worry, we never spam your contacts and do wall posts behind you back. We hate that too.

And one more thing, the matches you make are private but we put big scorecard on your matchFWD profile so everyone knows you're the matchmaker. How's that to boost your reputation online!

Welcome to matchFWD, the word of mouth accelerator for the job world.

Simply helping you making more relevant connections.

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Explain How matchFWD works to a Talent

So here you are, and your job is ok. Or maybe it's not.

But that doesn't mean you want to be public about it. Do you really want your boss to find out? Or to get your inbox flooded with recruiters offering their help?

So you go on telling people you meet in networking events you're open to new opportunities. And you let know a few of your friends when you met them at parties.

And maybe you'll find something. Eventually.

But wait a second? Did you know your friends and contacts knew awesome hiring managers and bosses you've never met? Well think about it, they do. In fact, if you have 250 friends and contacts on Facebook and LinkedIn, you have over 5000 contacts of contacts. So why haven't you met the ones that are hiring great talents? Because your friends are too busy with their own career, life and PlayStations to search their online contacts when you tell them you want a new job. But what if your friends automatically received suggestions of people to connect you with based on your career goals, your skills and the type of companies you want to join. And then put you guys in touch with 1 single click.

Well, that's what matchFWD does. Yes matchFWD, like the career match you need and the direction you want to go.

It's so freakin' simple. You don't even have to fill up a profile and add your contacts; we simply import them from LinkedIn and Facebook.

All you have to do is answer questions about the type of job you want and company you'd like to join. What you like and dislike. Don't worry; your profile is completely anonymous. Only trusted contacts you share your profile with will know.

matchFWD will automatically suggest you contacts you should let know, based on the people they know, the jobs and companies they are connected with and how often they

match people. For every possible job match, you'll see people you know who work there but also contacts you have in common with your future boss. That'll help you get one foot in the door before the interview is even scheduled. Even better, we'll suggest mutual contacts to recommend you to the hiring manager. How's that to be in control of your next job interview!

Again, you can be assured your privacy is totally protected. Your profile is 100% anonymous and matchFWD will never do wall posts.

And one more thing, when you get your new position, you won't have to say you found it on a job board. Because you didn't. Someone else referred you.

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INITIAL DRAFT (DO NOT READ THIS)

So things are going well and you need to hire the best possible person to join your team.

So you write a nice job description and you post it on a job board.

And you wait.

You start receiving piles of PDF resume from strangers. You email them to realize they are unqualified, too qualified, invisible on the web or are simply not a good fit for your team. You search LinkedIn, find nice resume to realize your out of InMails and Intros. Finally you search on Facebook and get lost in party pictures from New Years Eve as you find out none of your contacts have entered work information.

Time is passing and you jump on the least worst application you've received and move.

But you can help and wonder: With 400 Facebook friends and LinkedIn contacts, there has to be a better way...

Well you got that right, there is a smarter way and it's called matchFWD.

Stop posting job and start building social recruiting campaign.

Fill in the details on the opportunity you are hiring for and we'll find the best people you know to share your opportunity with.

How do we do that? We look into their own network for talented people so when you share an opportunity with them, they can refer them in one single click. Less friction and more referred candidates leads to a better hire.