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**Starbucks: How To Recruit For The Love And Meaning Of It.**

**By Kim Klaver**

In the previous post, "What's love got to do with it?" I reported that most of today's aspiring entrepreneurs say they do NOT put money first when they think of launching something of their own.

Instead, they want something they love, something that matters to them, where they can be their own boss, and then, yes, also earn some money with it.

I suggested that if we are to take them at their word, we'd better think of ways and language to attract these kinds of people to us. They're waiting for us.

So, instead of leading with the money, or how grand the opportunity is, or how the company is positioned to be the preeminent provider of XYZ product, we offer these people something completely different – something that matches more what they say they seek.

Here's how Starbucks attracts such people.

Big sign in Starbucks on the Plaza in KC:

"HIRING EVENT: At Starbucks you can make a difference in someone's day--and in your career...Date and place..."

That's it. No talk of the money, such as it is, or the bennies, which ARE nice, no talk of how wonderful the company is, or how proud they should be to be able to work at (truly) one of the top companies in the world, blah blah blah.

Nope. Just...Here, you can make a difference in someone's day--

Think of the kind of person who responds to that. I'm sure that explains why they have the most friendly people working at those stores around the world. It is NOT the money, that's for sure. It's tiny compared to the lofty money promises network recruiters hold out.

## Starbucks: How To Recruit For The Love And Meaning Of It.

I just want a chance to "make a difference in someone's day..." Indeed.

If there's any doubt in your mind about how little 'big' money means to some of the most committed people in the world, think missionaries or volunteers. Or, think of the people lined up by the hundreds and thousands to work at Google, or Nordstroms.

It's not the money that draws them, because the pay is not special. It's the people there they want to be around, the feeling the community gives, the chance to max out your brain, your efforts, helping people get what they want, whatever it is...somehow, to make a difference and be part of a community that values and celebrates that.

In Rushkoff's uplifting and provocative book, *Get Back in the Box* (

<http://kimklaverblogs.blogspot.com/2006/03/did-we-fall-out-of-box.html>

) he notes that "Apple is still

widely considered one of the best places in the computer business to work. Apple workers still feel they

are saving the world." And look at the cool stuff they come out with! iPod, anyone? No, it's not the money there, either.

In our business more than any other I have been connected with, I hear the same desire: people who've had a special product (or business) experience, who now want to save those who still have the problem.

Only network marketers have never learned the words to use, so they come across like sales types. But this can be remedied. The attitude, however, needs no remedy. It needs a chance to be seen and heard, to be put front and center by anyone in the business who shares that perspective. Does that sound like you?

If so, isn't it time we do like Starbucks?

What if we could build up and promote that kind of community within our business? You know, for those of us where meaning matters more than money...

P.S. Just in from a 20-year veteran in Shaklee: "My greatest joy is to experience people turning their health around." –Margo C.

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

<http://KimKlaverBlogs.com>

, a podcast,

<http://YourGreatThing.com>

and a

giant resource site,

<http://BananaMarketing.com>

which features hundreds of stories, tips, books and

CD programs for those who want to learn the art of network marketing.

## **What It Takes To Earn \$6.75/Hour At Starbucks**

**By Kim Klaver**

There's an upscale and charming shopping area in Kansas City, MO, called the Plaza. One of the most popular places there is Starbucks. Always packed, and always those friendly people at the counter (baristas), making JUST the drink you want.

Have you ever noticed how many types of drinks they offer? 33 on the board tonight - the cappuccinos, the lattes, the fraps, the espressos, the teas, and 15 "customizations" on those, from with Soy, organic milk, decaf, no foam, iced or hot, and on and on.

These baristas need to know how to make them all. And be friendly and engaging with the each of the hundreds of customers coming through. Tonight, I asked the manager what they paid people, and what it takes to be hired. Here's the story.

People hired at this very busy and wonderful store in KC start at \$6.75/hour. If someone works 20 hours/week or more, they'd earn about \$290/mo. (Starbucks also adds some benefits if someone works 20 hours +/-mo.)

And the training required to be considered for a job at Starbucks?

"2 weeks," she said. During those two weeks, the new person gets about 30 hours of personal training and practice. The program culminates in the new recruit's doing a demo for the group, showing they can make all the different drinks and the variations people request.

Why does any of this matter?

People say they do network marketing to make income. Many expect to make much more than \$290/mo for the 10 hours' per week work. They talk about \$5,000 or more per month. That's the promise isn't it? Financial freedom?

Now compare:

## Starbucks: How To Recruit For The Love And Meaning Of It.

A Starbucks employee working 10 hours per week in KC grosses \$290.25 per month (4.3 weeks in a month @ \$67.50/week). They've trained 30 hours over two weeks to learn and then demo what they need to know for the job..

People in our business offer recruits much more than \$290/month for 10 hours' week work, don't they?

And with that offer of much bigger income, how much focused, personal training did you get?

Did you spend 30 hours in the first two weeks learning how to do what's required in this business? Like HOW TO TALK TO PEOPLE about the products and the business?

How many of you had to demonstrate, before you could start working and talking to others, that you knew how to talk to people about the products and the business? Did you have rehearsals and mock

conversations for all the kinds of situations where you want to know just WHAT to say?

How does the Starbucks training compare to what you got?

Do you suppose the non-training of our recruits on how to talk to people affects the reaction of someone out there – who would be a prospective customer or business partner?

What if, the next time you stopped by a Starbucks counter, the person behind the bar screwed up your drink. Might you get upset at the \$6.75/hour employee? They're SUPPOSED to know how to make those drinks, yes?

In the recruiting world, your world, other people just walk away when you don't talk to them right. They didn't "get it". And if you've never learned how to talk to people right, how could they get it?

And so we go on, often turning off the very people who might be our prospects for the products or the business, because no one has learned how to talk to people right about the business or product they have. And we're expecting financial freedom? HA.

Who else thinks there's more to making big money, or ANY money at all, than signing the application and telling others how great the products and business are?

Are you ready to start the first 3 hours of your 30 hour "Starbucks training" on how to talk to a big banana or little one about your business? Here's one option(

<http://www.eventbrite.com/event/20444149>

) . Sorry, couldn't help myself...

Hehehe.

What if you become a "what to say to people" pundit?

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