

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.



## AI and the Future of the Staffing Industry

*Existential Threat or Huge Opportunity?*






















Jeff Gipson  
CEO  
Recruiters Websites

Brad Smith  
Chief Strategy Officer  
Haley Marketing



**AI has EXPLODED**  
since ChatGPT was released on November 30, 2022



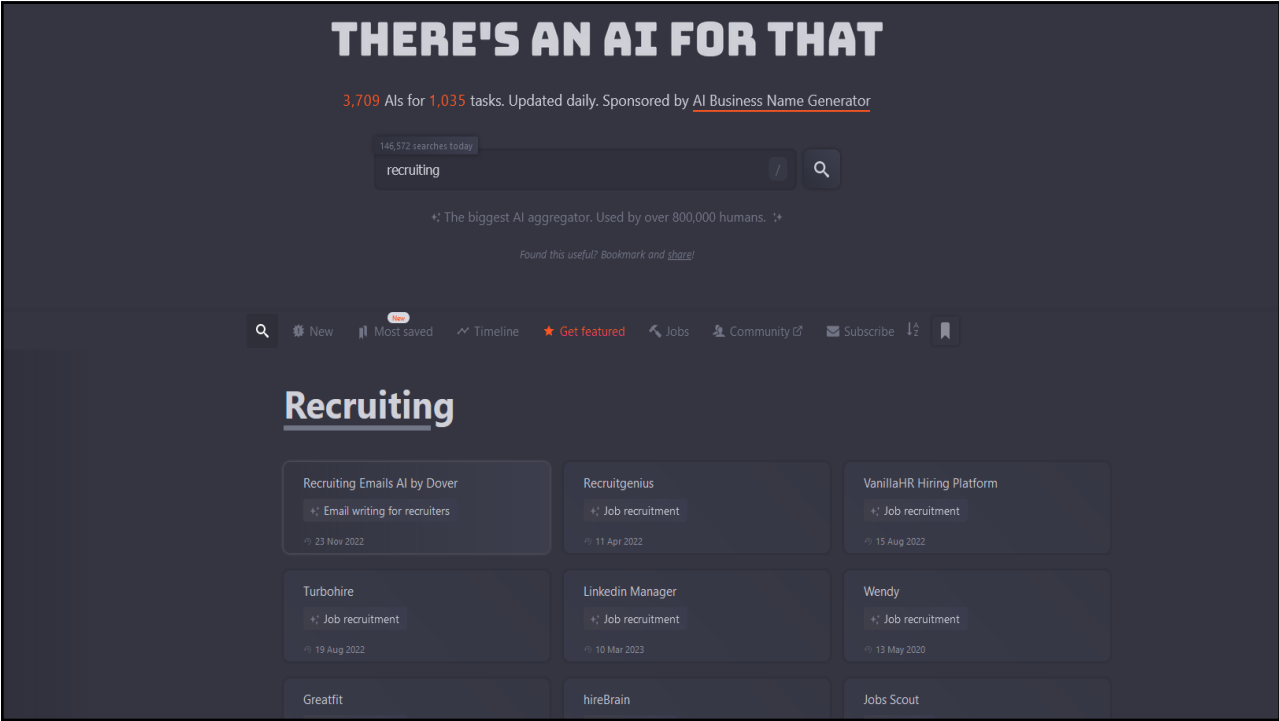
WRITING	 CHATGPT	 GRAMMARLY	 COPY.AI
DESIGN	 CANVA	 FIGMA	 BRANDBIRD
PAYMENT	 GUMROAD	 LEMON SQUEEZY	 PADDLE
WEBSITES	 TYPEDREAM	 WEBFLOW	 FRAMER
PRESENTATION	 PITCH	 TOME	 SLIDEBEAN
PRODUCTIVITY	 NOTION	 LOOP	 CODA
AUTOMATION	 ZAPIER	 MAKE	 N8N

<b>Images</b>	<b>RocketAI</b> Generate creative images that perfectly capture your unique brand style.	<b>BRIA</b> BRIA's allows you to generate high-quality images with one click.	<b>Midjourney</b> Midjourney uses AI to create images from text descriptions.
<b>Writing</b>	<b>Jasper</b> Instantly create content for your blog, social media, website, and more.	<b>ChatGPT</b> ChatGPT is the world's most advanced AI text generation tool.	<b>Copy AI</b> An AI-powered content generator for all your marketing needs.
<b>Video</b>	<b>SuperCreator</b> Create short form videos 10x faster using AI.	<b>Runway</b> Turn any image, video clip or text prompt into a compelling piece of video.	<b>Fliki</b> Turn text into videos with AI voices.
<b>Audio</b>	<b>Altered</b> An AI tool to record and edit your voice recordings everywhere.	<b>Voicemod</b> Real-time voice changing and custom sound effects for every game and app.	<b>Krisp</b> The best AI tool to eliminate background noise during calls.
<b>Coding</b>	<b>AutoRegex</b> Converting plain English to RegEx with Natural Language Processing.	<b>Lightning AI</b> Fast and minimal libraries to train and deploy AI models.	<b>GitHub Copilot</b> Suggests code and entire functions in real-time, right from your editor.
<b>Productivity</b>	<b>Notion AI</b> Write better in Notion with the help of AI. Create better content 10x faster.	<b>Albus</b> An AI assistant to get answers quickly and easily.	<b>Slides AI</b> Create compelling presentations with AI in seconds.

# 60 New AI Tools

@aitherevolution

<b>Coding AI Tools</b> <ol style="list-style-type: none"> <li>Durable AI</li> <li>DeepCode</li> <li>Web10</li> <li>Akkio</li> <li>Replit</li> </ol>	<b>Research AI Tools</b> <ol style="list-style-type: none"> <li>Paperpal</li> <li>Consensus</li> <li>Writesonic</li> <li>Scholarcy</li> <li>Trinka</li> </ol>	<b>Writing AI Tools</b> <ol style="list-style-type: none"> <li>Copy AI</li> <li>AISEO</li> <li>Jasper AI</li> <li>Quillbot</li> <li>Rytr</li> </ol>
<b>Marketing Tools</b> <ol style="list-style-type: none"> <li>ContentEdge</li> <li>Copy Smith</li> <li>PepperrType</li> <li>Mufiny</li> <li>Simplified</li> </ol>	<b>Sales AI Tools</b> <ol style="list-style-type: none"> <li>Lavender</li> <li>Regie</li> <li>Warmer</li> <li>Twain</li> <li>Octane</li> </ol>	<b>Chatbots AI Tools</b> <ol style="list-style-type: none"> <li>YatterPlus</li> <li>Typewise</li> <li>Quickchat</li> <li>Cohere</li> <li>Kaizan</li> </ol>
<b>Copywriting Tools</b> <ol style="list-style-type: none"> <li>Writesonic</li> <li>Adcreative</li> <li>Bertha AI</li> <li>Simplified</li> <li>ArticleForge</li> </ol>	<b>Design AI Tools</b> <ol style="list-style-type: none"> <li>Flair AI</li> <li>Booth AI</li> <li>Stock IMG</li> <li>Autodraw</li> <li>Clipdrop</li> </ol>	<b>Music AI Tools</b> <ol style="list-style-type: none"> <li>Boomy</li> <li>Amper</li> <li>Jukedeck</li> <li>Melodrive</li> <li>Brain FM</li> </ol>
<b>Daily life AI Tools</b> <ol style="list-style-type: none"> <li>Taskade</li> <li>Notion AI</li> <li>Bardeen AI</li> <li>Vondy AI</li> <li>TLVR</li> </ol>	<b>Content Creation Tools</b> <ol style="list-style-type: none"> <li>Writesonic</li> <li>Beautiful AI</li> <li>Tome AI</li> <li>Murf AI</li> <li>Steve AI</li> </ol>	<b>Twitter AI Tools</b> <ol style="list-style-type: none"> <li>Tweetmonk</li> <li>TweetHunter</li> <li>Tribescaler</li> <li>Tweetlify</li> <li>Postwise</li> </ol>



AI Tools in May 2023:

3,709

As of today:

9,449

***AI will DOMINATE every area of recruiting***  
*Dr. John Sullivan, March 12, 2023*



**So, are we facing an  
existential threat?**





monster®

RECRUITERS  
WEBSITES

haley  
MARKETING

indeed

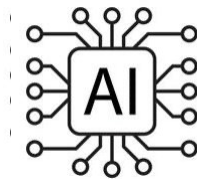
RECRUITERS  
WEBSITES

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MARKETING

LinkedIn

RECRUITERS  
WEBSITES

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RECRUITERS  
WEBSITES

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## REALITY CHECK

3.9% unemployment

3.2 million more jobs than candidates...

And that's just the U.S. market!

The Great Retirement continues.

Gig economy, freelancer work, and entrepreneurship are all reducing the talent pool for executive-level roles.

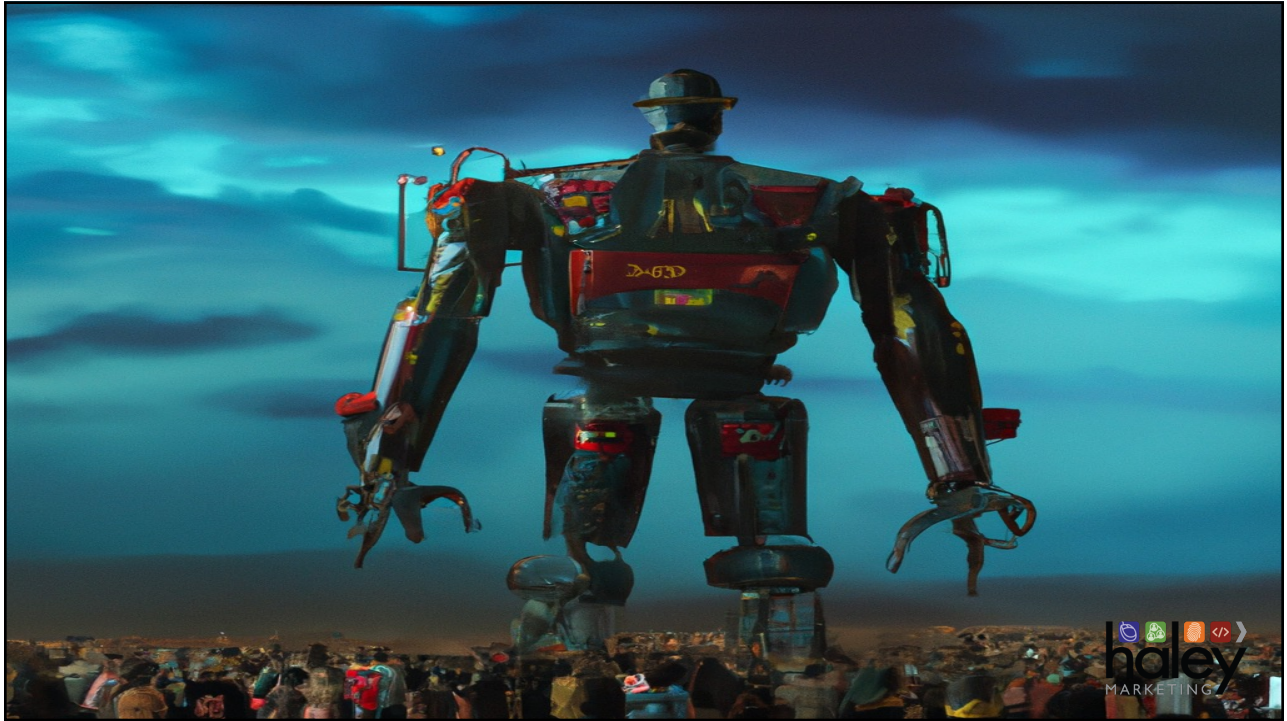
Talent shortages are systemic...

And that is very good for recruiting!









## AI in Recruiting





## AI will bring new capabilities to recruiting

- Know the best times to be hiring
- Predict the probability (and cost) of finding “A” talent
- Identify the people and processes that result in the best hires
- Forecast a new hire’s career trajectory
- Accelerate time to hire
- Weed out poor-fit candidates to save time
- Make your job easier...or at least make you more productive!



## Why will AI rule?

- Clients expect it
- Better, data-driven decisions
- Dramatically improves recruiting performance
  - Speed
  - Diversity
  - Quality of hire



## How will AI be used?

- **Business Development**
  - Find prospects
  - Improve outreach (email, video, texting)
  - Automate repetitive and administrative sales tasks
  - Improve sales training
  - Sales forecasting
  - Lead scoring
  - Lead generation (chatbots)
  - Lead qualification



## Examples of AI for Business Development

- List building Apollo, Seamless, SalesMirror.ai, Scrap.so, Recruitin.net
- Note-taking Fireflies, Read.ai, Notion, Otter
- Automation HubSpot, Bullhorn Automation, Sense
- Email writing ChatGPT, CopyAI, Jasper
- Content ChatGPT, CopyAI, Jasper, TalentScribe
- LinkedIn evyAI, Outboundly
- Chatbot Sense, Staffing Engine, Haley Marketing
- Video outreach Tavus, BHuman



## How will AI be used?

- **Recruiting**
  - Improve employer branding
  - Accelerate sourcing
  - Better job profiles, titles, ads, etc.
  - More accurate resume evaluation
  - Better technical skill assessment
  - Improved interview process
  - More effective reference checking
  - Better presentation of finalists



## Examples of AI for Recruiting

- Job profiles ChatGPT, TalentScribe
- Interview questions Interview AI, Dover, Deepbrain
- Candidate screening FastTrack
- Video Candidate, BHuman
- Apply Auto Apply



## How will AI be used?

- **Marketing**
  - Improve employer branding
  - Accelerate content creation
  - Improve scalability
  - Enhance personalization



## Examples of AI for Marketing

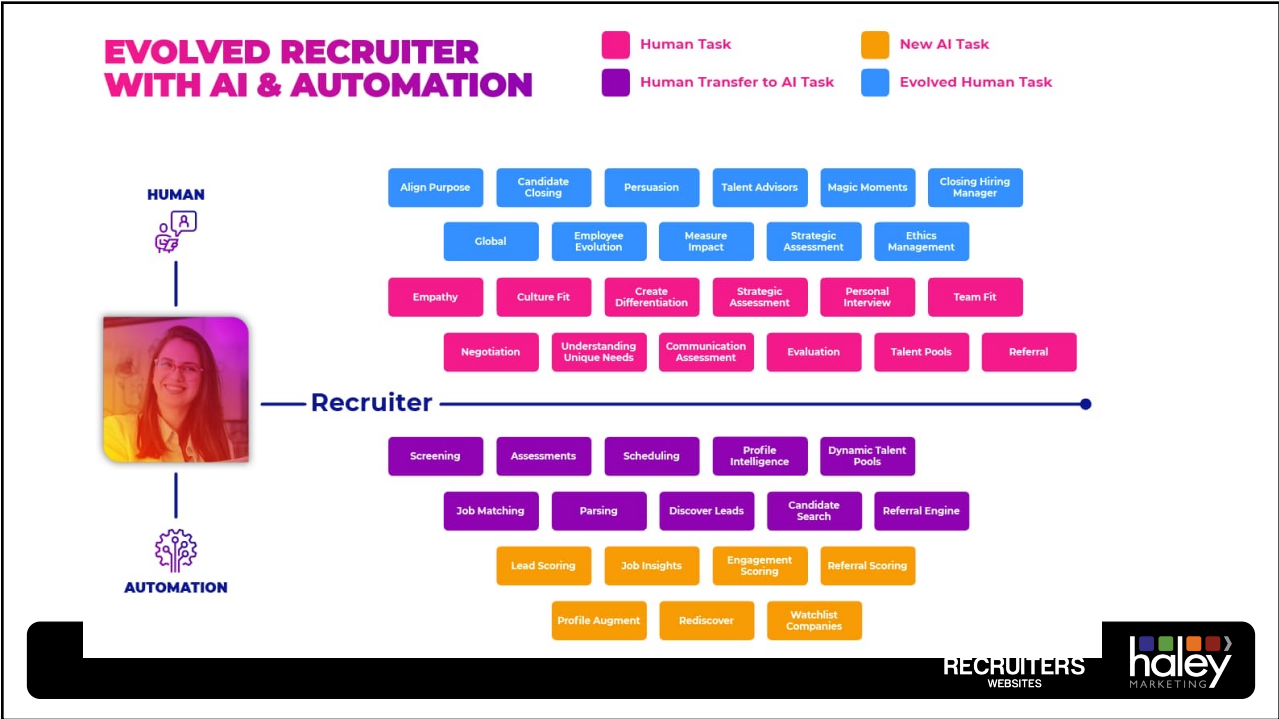
- Blogging ChatGPT, Jasper, Copy.ai, TalentScribe
- Design Midjourney, Adobe FireFly, Microsoft Designer, CanvaPro, Microsoft Copilot
- Social Media ChatGPT, Vidyo.ai, AdCreative, Followr, Flick
- Video Pictory, Lumen5, Vidyo.ai, BHuman, Animoto
- Voiceovers ElevenLabs
- LinkedIn evyAI



***The key to every recruiter's job security  
may be learning everything about AI.***

*Dr. John Sullivan, March 12, 2023*





Where should you get started?

/



## Ideas To Get Started

- Map your processes
- Look for repetitive activities and bottlenecks
- Identify things you don't like to do
- Test writing tools (ChatGPT, Jasper, TalentScribe) to improve job profiles, sales emails, and candidate presentation
- Test image creation and video creation tools to make your marketing and selling more impactful
- Test tools to make you more efficient (Read.AI)
- Evaluate (carefully) tools that would directly engage clients or talent (Chatbots, sourcing AI, screening AI)



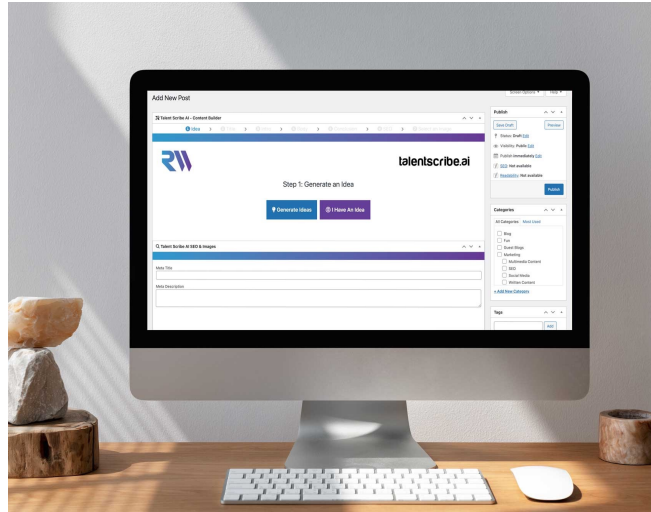
## Now For Some Fun

Live Examples of Using AI



# TalentScribe

The Future of AI Content Generation for Recruiters Is Here



**RW**  
RECRUITERS  
WEBSITES

**haley**  
MARKETING

### Content Creator Plan

**\$199.95** / month

Talent Scribe AI generated content, 50 API calls per month. This will generate 3-5 blog posts per month.

- ✓ Generate Blog Post Based on Title
- ✓ Instant SEO Analysis
- ✓ Custom AI Prompt
- ✓ Save Prompts
- ✓ Free Installation
- ✓ Support and Training

Get Started

### Content Creator Plan X2

**\$330** / month

Talent Scribe AI generated content, 100 API calls per month. This will generate 3-5 blog posts per month for 2 websites.

- ✓ Generate Blog Post Based on Title
- ✓ Instant SEO Analysis
- ✓ Custom AI Prompt
- ✓ Save Prompts
- ✓ Free Installation
- ✓ Support and Training

Get Started

### Content Creator Plan - Fully Managed

**\$495.95** / month

Our marketing experts manage the copywriting process and create 8 posts for you to choose from.

- ✓ Generate Blog Post Based on Title
- ✓ Instant SEO Analysis
- ✓ Custom AI Prompt
- ✓ Save Prompts
- ✓ Free Installation
- ✓ Support and Training
- ✓ We Create 8 posts a month you select the post you want to publish

Get Started



 **TalentScribe**



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Questions?

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## OUR NEXT WEBINAR



What's Coming in 2024 – Part 1

Thursday, December 7 at 2:00 PM ET

Reserve your seat  
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