

Ilona Metodieva. Laureate of the Guild of Marketers.
The First Respondent Recruitment Book: THE ADS
EXPERIENCE

How to create a well-functioning mechanism "impeccably
selected respondent=quality research"

INTRODUCTION

In this book I talk about my journey from freelance recruiter to the head of my own agency, share my checklists and tell you why I focus on professionalism rather than making money. If you follow this path with me in the book, you will learn what principles the recruitment guru professes, and you will be able to use my insights and experience to create your own start-up. There are two checklists waiting for you in the appendix at the end of the book. However, no successful entrepreneur (even if they claim otherwise) can pack the secret of their triumph into a case study. Success cannot be turned into a science because... everyone is different. It's as simple as that. Different company employees, different clients, different days of the year. My task is to inspire you and help you organize your actions on the road to success by suggesting obvious moves.

Over the years, I have built up a unique wealth of experience and knowledge which I would like to share with you. I do the bookkeeping, the paperwork, working with clients, responding to enquiries with quotations, and managing the company. I recently started a series of interviews with renowned experts to impart my professional experience not only to myself, but also to my partners and teachers. Today ADS has been on the market for 7 years, and we continue to improve our skills daily.

No one has ever written a book on recruiting research respondents. This one is the first. I see this book as a methodological guide for work related to recruiting research respondents and as a source of inspiration for those who are still dreaming of their own business. You can also learn from the book how not to recruit respondents. I also have a simple desire to help entrepreneurs and professionals in the field of research, branding and customer experience to understand that recruiting respondents is the most important part of research. And customer experience research is the key to a company's success in the marketplace.

Respondent recruitment is the mechanism by which we find research participants. Quality recruitment ensures that the research results are buyer-oriented, which means that a product (or an updated version of it) will come to market that will be in demand. Until recently, there has been little hope for recruitment, the value of this research tool has too often been ignored. My

experience is that the right respondent is the right output data and a brilliant product decision and, as a result, the product's market leadership.

As soon as I found myself in recruitment, I realised that this was my vocation and this was where I wanted to grow and develop. This feeling led me and I enjoyed delving into all the intricacies, constantly striving for excellence. Every day I am growing as a professional and discovering new things. I used to manage 30 projects at the same time. Today I have automated many parallel processes, which has increased the quality and speed of our services. I have been able to free up time that had been wasted on mechanical operations to be able to think and observe. As I have changed, the market has transformed with me. Soon after founding ADS, competitors began to enter the market and the competition with them became an additional motivation to move forward.

With every word of this book, I want to convey how important it is to do what you like without looking back at others and to improve in your chosen direction. I will try to demonstrate by example how important it is to find your niche and stick to your chosen path, without turning off the beaten track, no matter how tempting it may be for the unsophisticated starter. Of course, after a few years of working in one place, burnout may set in. However, it is possible to get through it if you realise in your head that you are working for your vocation, and discovering new facets and opportunities will allow you to get a second wind and reach new levels of professionalism.