Promote Yourself

This professional guide has top tips for promoting yourself as an IRP member.

Marketing yourself is a key way to attract new business, and earn the confidence of clients and candidates. Your IRP membership helps you do this.

It’s more than a membership - it gives you the tools for success.

Seven ways to promote yourself:

1. **Code of Ethics and Professional Conduct:**
   Signing up for IRP membership means you’re agreeing to uphold best practice in the industry. This is a key differentiator you can use with clients and candidates. Both want to be sure they are working with a professional who is committed to providing an excellent service.

2. **Your IRP designatory letters:**
   Don’t forget to use your IRP letters after your name to demonstrate your professional status. Whether you are an Affiliate (AIRP), Member (MIRP) or Fellow (FIRP), make sure people know. Add your letters to your email signature, your social media channels and business cards.

3. **IRP Legal bulletin:**
   This is your primary resource for the latest in recruitment law. It’s produced by the REC’s expert legal team, meaning you’re in the loop. Proving you know the latest legal developments puts you out ahead of the competition.

4. **Legal Guide:**
   Working hand-in-hand with the IRP Legal bulletin, the Legal Guide offers information on over 50 topics of employment and commercial law. The Legal Guide fills you in on everything involved in introducing candidates for permanent engagement by clients, supplying temporary workers, limited company contractors and managing employees. Make sure you read through the Guide and tell clients and candidates you know the recruitment law relevant to them.
19,357 managers and consultants working in recruitment
(Source: Planning for growth, REC)

18% industry growth forecast over next two years
(Source: Planning for growth, REC)

5. **Webinars:**
   Talking Recruitment is our regular series of webinars. Tuning in means hearing REC chief executive Kevin Green talk through the latest developments and challenges facing the market. You can use this in client meetings and with candidates. Show them you know what you’re talking about and what’s going on in the industry.

6. **REC research reports:**
   As an IRP member, you have free access to some of the REC’s industry research, and a 50% discount on other research available. Take copies to your client meetings, pick out the essential information and tell them about it. It’s all about proving you know what you’re talking about, so that candidates and clients will invest in you as a committed professional.

7. **IRP Awards:**
   IRP members receive complimentary entry into the prestigious IRP Awards, so why not use it? Being shortlisted for, or winning an industry award is a great way to stand out to both clients and candidates.

Further resources:
- Code of Ethics and Professional Conduct
- IRP Legal bulletin
- IRP Legal Guide
- IRP Research library
- Webinars
- IRP Awards

It’s about engaging your clients and candidates in a way that proves you’re the best.

Everything you receive with your IRP membership lets you show you understand the wider market, where your clients and candidates sit within it and how you can work with them to overcome any challenges.

If you promote the above points, you’re on the way to showing yourself to be the professional recruiter you are.

For more information visit [www.rec-irp.uk.com](http://www.rec-irp.uk.com) or contact the IRP team on 020 7009 2155.