

Hiring Staff for a Weight Loss Clinic

Here are some of the potential tasks you will be delegating to your weight loss staff:

- Make daily calls (weekly calls) to patients on programs
- Do the weekly weight loss follow up evaluations on patients
- Review eating diaries with patients
- Perform body wraps
- Teach one-on-one exercising (does not necessarily need to be a personal trainer)
- Teach SMT classes
- Teach weight loss group classes

Hire for attitude, train for skills!

Here is a copy of an ad I run on Craigslist.com (free in my area) for weight loss staff:

“Light Massage Therapy for Weight Loss Clinic” or “Body Wrap Technician for Weight Loss Clinic”

You will love this job! You will be doing some light massaging, some body wraps, and also learning how to help patients with other therapies.

We have a weight loss clinic and you'll be helping to motivate people to get into shape and stay in shape. So it's important that you are a good example!

This is a really upbeat environment and lots of fun.

If you are positive and want an exciting career, this job is for you.

If you find someone who you think will be a good fit for your clinic, send them the following questions:

1. Why are you looking for a new job?
2. What was the worst job you have ever had and why?
3. In this job, you'll be representing our business as an ambassador for health. Why do you think you'd be great at this?
4. While this job is a lot of fun, there are parts that are mundane, like in any job unfortunately. For example, you'd spend time daily on the phone prospecting and calling businesses, and other people to set up events. Tell us why you think you'd be great at that.
5. We teach patients to lose weight by getting healthy... that is cutting out junk food, processed foods, and living a healthy lifestyle. Why would you be a good example of that?
6. Do you have limitations on your working hours?

7. What are your salary requirements? Please don't reply with, "We can talk about that," as we do have a budget and we need to at least know your range.
8. Some of the things you will be doing are calls to schedule events, assisting in events, contacting local gyms to do cooperative marketing, doing trade shows, arranging community contests, visiting local salons for promotions, contacting women's groups to set up screenings, etc. Why do you think you'd be good at doing these things?
9. We believe this needs to be a win-win situation for you and us. Share your career goals with us.
10. Where do you see yourself in one year... or five years?
11. What could you tell us about yourself that would set you apart from other people that are applying for this job?
12. How soon are you available to start working?
13. What is the best number to reach you for an interview?