



# HOW TO HIRE AN **INTERN:**

## Your Blueprint For Creating An Internship Program

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# How to Hire an Intern: Your Blueprint For Creating an Internship Program

## About This Special Report

Congratulations on investing in this special report. This is probably the wisest \$7 you've spent in a long time. Inside this special report we will quickly show you how to create an internship program for your business and allow you to grow your business. Whether you are a business owner or hiring manager this special report will give you the tools and resources you need to get your own internship program up and running quickly.

Read every word in this report carefully, and then put into action what we tell you to do. If you follow our blueprint, you'll be hiring interns in no time.

## The State Of The Current Economy

You can't open a paper, turn on the TV or log-onto the Internet from anywhere in the world and not see that we are facing the worst global economy since World War II, if not ever. Globally, businesses are shutting their doors and unemployment continues to rise.

Although we hear doom and gloom stories worldwide some refreshing statistics have begun to emerge. In the United States, as reported by [CNN](#), the percent of Americans starting businesses in 2010 and 2009 was the highest in 15 years.



Couple that with the U.S. [Small Business Administration](#) reporting that small businesses represent 99.7 percent of all US employers and have generated 65 percent of net new jobs over the past 17 years – and you have some idea of the power of entrepreneurs and small businesses in turning the U.S. economy around.

So how can entrepreneurs and small businesses, the economic drivers, help to rebuild the economy? The answer is simple: hire interns! When a small business or entrepreneur starts an [internship program](#) to help them grow their business and recruit new employees they in turn can provide much needed on the job training and, through growing their business, create more jobs in the current economy.

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It's an opportunity for both parties. The business owner is able to grow their business without taking on the risk of an employee while the intern gains on the jobs skills and knowledge.

### Interns + Entrepreneurs = “The Next Facebook”

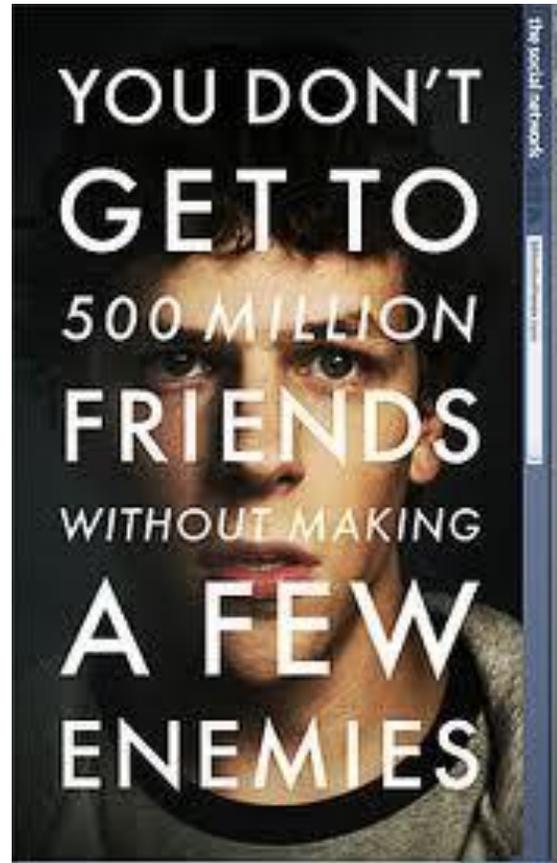
Let's look at one famous story that illustrates this point perfectly: [Facebook](#). Mark Zuckerberg, faced with a great idea and limited resources hired interns to launch Facebook – a pretty amazing story. If you saw the movie “*The Social Network*,” you saw how a smart entrepreneur, who had a great idea, but was limited in resources, went out and assembled a team of smart interns to implement that idea with his guidance and leadership. Through their hard work, together with Mr. Zuckerberg, Facebook is now one of the most popular sites on the Internet.

Now are we saying that every entrepreneur or business owner out there who goes out and decides to hire an intern is going to be the next “Facebook?”;

Or that every intern will land a job with the next Facebook? No. But could the intern and the entrepreneur, go on to potentially create jobs and rebuild the economy? The answer is a definite YES!

Could internships be a solution to the economic conditions the world faces? Could good internships, where the intern is engaged in real work and projects to help build a company or organization actually create more jobs – maybe even allow the intern to create his or her own job? We believe they can.

This report is going to equip you with the right information to go out and create your own internship program and hire interns to grow your business and the economy, so let's get started.



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## Introduction

If you're like most entrepreneurs, small business owners or non-profit organizations you're facing some pretty common problems in today's economy. The first is that your list of projects, tasks and "to do's" gets bigger, not smaller, every single month. Does that sound familiar to you?

The second is that there simply isn't enough time in the day to accomplish everything that you need to get done. Every single day you're pulled in hundreds of different directions and you simply cannot get it all done on your own.

So how does the small business owner or entrepreneur actually grow their organization? Well the first way is to go out and hire more help. But you know how that goes. Once you hire new staff, you better hope like heck that you're producing enough sales and revenue to cover their salary.

The alternative to this is to play it conservatively. You can choose NOT to hire any help but then you're limited by how fast your company can grow. Plus, that list of projects just keeps getting bigger, not smaller, over time. And you, the entrepreneur, just keeps piling more and more work onto your plate without any extra time to get it all done.



It's the ultimate in being stuck between a "rock and a hard place" in business: you risk taking on new employees and hope like heck that they produce enough to cover their own salary or you don't take any risks, and watch your business never really grow or reach the potential that you know it has. In the meantime you, the business owner, slowly goes insane (and broke) because you're trying to "do it all" yourself.

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### The Business Owner - Stuck Between a “Rock and a Hard Place”

But if you read every word in this special report carefully, you'll soon see that it doesn't have to be this way. In fact what you are about to learn is a secret that “Corporate America” doesn't want you to find out about. And it's a secret that your competition, if they've figured it out, is praying you don't discover.

It's something that companies like Google, Coca Cola, Microsoft, Apple and Paramount Pictures all use to grow their companies, find new talent, and keep their payroll costs under control. And it is something that smart business owners and entrepreneurs, and probably even your competition are doing right now to gain an unfair advantage over you.



So by now you already know the big secret that the Fortune 500 uses to grow their business is interns. You see, hiring interns, and an internship program, when set up correctly, is the easiest, fastest and best way for you to grow your organization.

And right now, because of the state of the economy, internships are a hot topic. The economy right now is terrible. In fact, it's so bad that both employers and employees are hurting.

According to a recent article on [CNNMoney.com](http://CNNMoney.com), potential employees, like those coming right out of college, face the worst job market since the Great Depression. Numerous other recent studies released say that today we are seeing the [largest percentage of 18-34 year olds still living at home](#). Now is that because they love their mothers more than other generations did? Or do you suppose that it's because they can't find a decent job and afford getting a place of their own?

Consider this: according to a recently released [Pew Research Center Study](#) and data from the U.S. Bureau of Labor Statistics 54% of young adults ages 18 to 24 are

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currently employed – the lowest percentage since the government began collecting this data in 1948.

As these statistics indicate - with a limited number of jobs available and a high level of unemployment, paired with the limited preparedness of new workers for real jobs, those with more experience quickly grab new jobs coming into the market before the new worker, with no experience, even has a chance.

### The New Worker – Also Stuck Between a “Rock and A Hard Place”

It is nearly impossible for a new worker to get a job in today’s economy without real world experience in his or her field of study, i.e., an internship. In fact, you’ve probably heard this expression before:

*“I can’t get a job without any experience, but I can’t get any experience if no one will give me a job.”*

It’s never been more true than it is today, and because of this, today’s youth (the motivated ones at least) have a simple, logical solution to this problem – they’ll take an internship, (often unpaid), to help them bolster their resume.

They’re looking for real world work experience and the chance to work on real projects in exchange for being able to add this work experience to their resume.



And for the first time ever, thanks in large part to an increase in technology, the current economic conditions and a shift in the way business is done across the globe, people are actively looking for internships with small businesses and entrepreneurs. And, conversely, internship programs are starting to be set up by many small business owners and entrepreneurs across the world, NOT just by Fortune 500 companies.

In fact, your competitors are using interns as fertile breeding grounds to “test drive” employees and they’re slowly leaving you behind - smart companies across the world today, no matter how large or small they are, are quickly and profitably growing because of their use of interns.

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They realize that it's the quickest, fastest, easiest and most cost effective method to growing their business. Their interns can help them cut costs and raise profits. Interns bring new and fresh ideas to companies. They are technologically savvy, and can make a HUGE difference when it comes to helping you manage (or set up) your social media campaigns on sites like [Twitter](#), [Facebook](#) and [YouTube](#).

But companies without an internship program fall behind. Their list of projects and “to do’s” gets bigger, not smaller over time. Worse yet, many of these growth projects are never completed, or abandoned all together. Companies without internship programs don't grow fast enough, if at all.

When you started your business, it wasn't so you could work 60+ hours a week was it? And never take a nice, extended vacation, and spend quality time with your spouse, your kids, your family and your friends?



You're spending too much time working, and you're not growing your business fast enough. Your list of projects, tasks and “to do's” just gets bigger, not smaller, each and every month. Your competition is flying past you, and you need a reliable way to generate more leads, more sales, more revenue and more profit without adding an army of people to your payroll.

You may even be at a point where you do want to add more people to your payroll but are afraid of hiring a “dud” and spending a lot of time and resources along the way.

Industry experts believe that a bad hire can cost a company 150-200% of the bad hire's annual salary. Do you really have that kind of money waste? We didn't think so.

Instead, imagine if you could “*try before buy*” when it came to hiring people? Starting your own internship program allows you to do exactly that: “test drive” new employees before hiring them. Internships provide an opportunity for you to make sure your new hires are the right fit for both you and the new employee.



So how can you, the smart business owner, tap into the brilliant idea of setting up your own internship program? Well

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it sounds easy, but it's also easy to get wrong. How do we know this?

Because after YEARS of working with interns, after countless interviews and directly supervising dozens and dozens of interns, we have this dialed down into a finely tuned system, and now we're sharing it with you in this special report.

This special report is **THE** authority for small business owners and entrepreneurs who want to quickly and easily set up their own internship program. In three easy steps we show you how to hire an intern to begin growing your business today. Setting up your own internship program is a true "WIN-WIN" situation. It's a WIN for you, the business owner, and a WIN for the intern. You will get much needed added human resources and the intern will get much needed on the job training.

### Business Owners & Interns: A Match Made in Heaven



By creating an internship program and hiring interns, your business can literally explode overnight!

You should visualize how your business is going to run when human resources, number of hours in a day, and sheer manpower is no longer a concern for you. You're going to be able to tap into some of the best and brightest minds today, and have insight into a whole new world through the eyes, ears and minds of students everywhere. No longer

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are these students going to be left to corporate America to cherry-pick from. You are going to be given the tools to steal the best and the brightest from schools across the country to come work for you!

Once you get your first set of interns on board, you'll be amazed at how much more you'll be able to accomplish, in a shorter amount of time. Your new found increased productivity will do incredible things for you business.

If you're feeling nervous about how you will go about finding and hiring an intern, don't worry – we are going to give you 3 easy steps to getting an intern working for you today!

Now before we get started with our **3 Easy Steps to Creating Your Own Internship Program** it's important that you understand exactly what an intern (or internship) is.

### Definition of an Internship:

An internship program formally integrates a student's academic studies with work experience.

An intern is generally your typical student, 18-22 years old, single, with no children. However, nontraditional students also desire internships and the diversity of backgrounds they bring is a definite plus for your company. It's important to note that during the current economy many individuals who have been laid off or lost their job or business are looking to take on an internship to fill gaps in their resumes while unemployed, get a foot in the door at an up and coming business or simply to learn new skills.

Now let's move on to those 3 easy steps that will help you create your own internship program as quickly as possible.

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## 3 Easy Steps To Hiring an Intern

Some business owners think that creating an internship program is “too much work” or they falsely believe that they “...don’t have time to set it all up” - That thinking is the kind that keeps your business stuck in a rut and prevents it from growing.

In fact, we’re so confident that any business owner can quickly and easily create their very own internship program that we’ve broken it down into 3 “bite-size” chunks. Now obviously each step takes a little bit of work, but the purpose of this is to show you just how simple and easy creating your own internship program really is.

Here are the three easy steps to creating your own internship program:

- 1. Preparing to Hire Interns**
- 2. Finding and Hiring Interns**
- 3. Managing Your Intern**

Now we’ll get into the specifics of each step, and make this as simple as possible for you to implement in your own business.

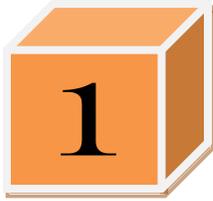
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## STEP ONE: Preparing To Hire Interns

Some business owners have a laundry list of the type of work that they would have an intern do. However, most may not even know where to start.

### Make a List Of Projects The Intern Could Work On

Your first priority should be to identify the tasks you would like your intern to help you with. At this point you will decide whether you have needs in your company that an intern may be able to fill. Through a few simple steps you will learn how to build out your business and find what tasks your interns can complete (and still get a rewarding experience working for your company).

You may find you simply have a lack of human resources and piles of projects you need help with. Or maybe you need or want to expand your business but don't have the manpower to help you do so. You might find that if you had someone to document or create tasks or processes for your business (an intern) you could then hire inexpensive offshore virtual assistants (that is an assistant who works remotely, not in your office and often "offshore" - in another country) to execute these tasks.

The options are limitless. A word on tasks for interns - you should identify projects and tasks that are going to be business-building activities that will also serve as learning opportunities for the intern. They are, after-all, coming to intern with your company to learn.

It has been our experience that it is much better to identify tasks that are more project based versus a daily repetitive task because interns tend to have sporadic schedules and generally cannot be expected to complete a daily repetitive task given their busy schedules of school (exams, projects with deadlines, etc), extra-curricular activities and their social life. Interns will be accountable and give you good performances, but they won't be available to you on an hourly or daily basis.

We have an expression at our company: Interns help you "grow your business," however, if you have daily repetitive tasks, leave those for an assistant to help you "maintain you business."

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## Prioritize the List of Projects

Now it's time to take your list of projects and rank them 1, 2 and 3. A ranking of "1" means *"this absolutely, positively has to be done as soon as possible, and it's ridiculous that we have never implemented this before."*

A good example of this might be adding an upsell to one of your core products (an easy way to generate more revenue) if you sell products online. Or it could be following up with existing clients, making sure that they're happy, and asking them if they could utilize any of your other products or services or simply for a testimonial.

It could be implementing or systematizing a procedure that is costing you money or leaving revenue on the table.

A ranking of "2" means that it's important, and needs to be completed in the near future. This is where the bulk of your projects fit in.

A ranking of "3" means that it's something that sure would be nice to get done, but it's not killing your business that the project hasn't been completed.

If you are at a loss at this point of the types of tasks an intern can do for you we'd tell you to go and register for our training program on the "**Top 3 Internships Every Business Owner Should Have.**" You can register for an upcoming free webinar training [here](#).

### HOT TIP:

*Please don't make **EVERYTHING** a "1". For example, if you don't yet have a Twitter account for your business, I would hardly consider the Twitter training to have a "1" next to it.*

## Determine Whom Your Intern Will Report To

In many entrepreneurial businesses the intern will likely report directly to the CEO or President. But you may decide that you want the intern to report directly to one of your staff or contractors. For example, you may want an intern working on web development to report to your web developer on a daily basis, as they will need to interface more often on specific projects. It is good to have an idea of who your intern will report to before you begin recruiting interns, as you may want this person involved in the interview process as well.

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## Decide How You Will Compensate Your Intern

While the majority of internships are unpaid, you may decide that you want to compensate your intern in some way.

If you choose to pay your intern you may do so via a salary, benefit or “perk,” or through a bonus structure. If you’re based in the United States, then you have to remember that if you’re going to pay your intern, you need to pay them at least the minimum wage in your specific state.



Many intern coordinators we speak to highly encourage paying your intern. Keep in mind that your intern will likely have to work a second job if they take an unpaid internship with your company; this may take them away from your internship more than you hope.

If the intern is receiving academic credit for their internship, remember that they have to pay for those credits. Under these scenarios, our best advice is to allow the intern to work during a semester when they are a full time student. The internship credit they take with you won’t cost them any extra money.

Remember, if a student were to take an unpaid internship (for credit) with you during the summer, and not be taking any other classes, they’re now in a situation where they are paying to take an internship (because they’re paying for credits).

Make sure you discuss this clearly with the intern before they begin working for you and select a start date.

If you can afford to pay your intern in some small way it goes a long way with both the intern and the intern’s school. But we have found that unpaid internships can be beneficial to all parties involved.

Many intern coordinators we spoke to said that if you cannot offer a salary some sort of compensation or “perk” is helpful to the intern.

Examples of other forms of compensation that you could offer may include:

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- **Bonuses tied to performance** - like a percentage of sales of a product launch the intern helped on or a commission after the closing of a real estate transaction the intern helped with
- **Perks** – like being invited (and paid for by the company) to an industry meeting or training; paying for parking or transportation if your intern is onsite
- **Training and Development** – You pay for the intern to receive outside training from a third party that would help with his or her professional development (and the project he or she is working on for your company)

Remember that if you do decide to pay your interns hourly you must pay them minimum wage in your local area. You should check with your local, state and or federal government for the laws governing your jurisdiction.

**For more information on the legal issues surrounding unpaid internships join us on one of our FREE, upcoming webinars:**

[How To Legally Hire Unpaid Interns](#)

Alternatively, you can purchase our Unpaid Internship Legal Kit [here](#).

### Determine Where Your Intern Will Work- “Virtually” or “On-Site”

You now need to decide whether you will want an intern who works remotely at his school or home (“virtual”) or an intern who comes to your office (“on-site”). You may find that having an intern that comes to your place of business works better for you and your needs. However, you may find this challenging for a host of reasons, which we’ll briefly outline here:

1. **Is there a reputable college or university in your area?** If not, you might not find the highest caliber intern.
2. **Do you have adequate office space to house your intern?** You don’t want them squeezing into a desk in your own office. Or if you work from home, do you want an intern coming to your home?
3. **Do you even have commercial grade office space?** Many of the schools will not allow internships where the intern is expected to work out of a person’s home. (Don’t worry, the virtual intern is the perfect solution to this problem).

If you have a virtual intern, not only will you be able to manage the intern with directed projects because you will have to assign the task and information clearly and concisely, but you won’t ever find yourself losing any extra time finding something for your interns to do while they are sitting around your office.

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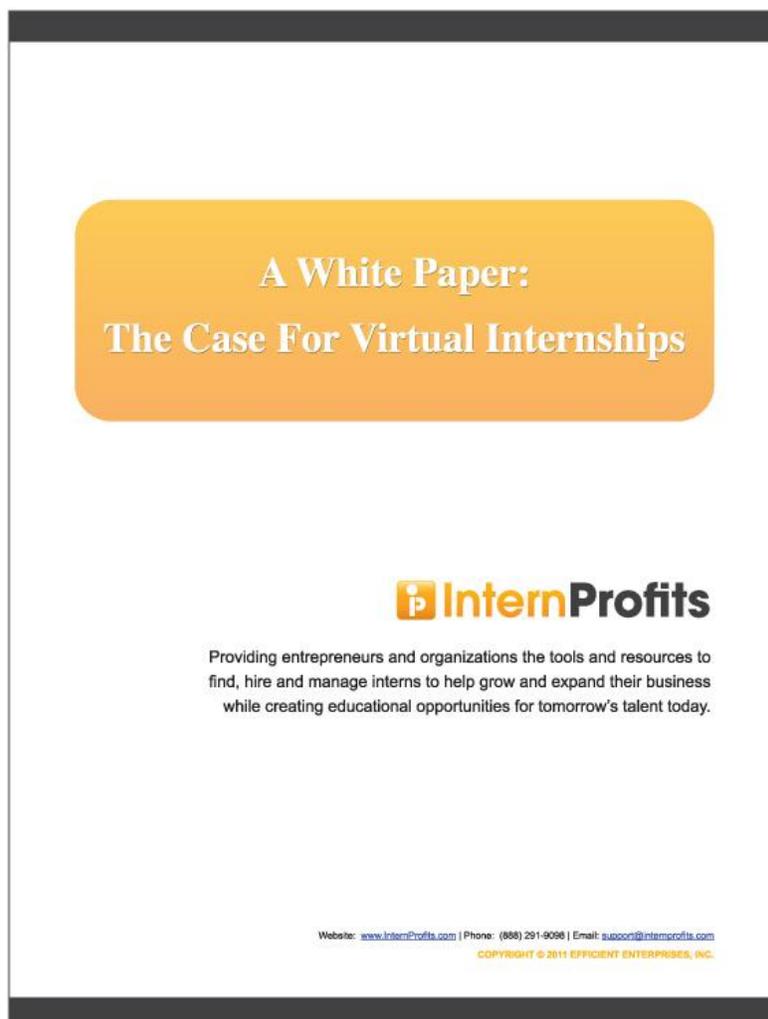


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You want their time dedicated to your internship to be as efficient as possible and no time wasted commuting to and from your office. And let's not forget the constant interruptions we often face with more people working in an office.

However, you may find that an in-house intern will work best for you company. You decide what works best for you and hire your intern accordingly.

For more information on virtual internships download our free [White Paper on Virtual Internships](#).



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### STEP TWO: Finding and Hiring Interns

Once you have decided the tasks and projects you want your intern to do; decided who your intern will report to; how you will compensate them; and if they will work on-site or virtually it is now time to actually find an intern.

#### Finding Interns

There are many ways to find an intern. Given the state of the economy, where new workers are oftentimes competing with professionals who have far more experience, paired with the increasing amount of schools requiring students to take an internship to graduate, finding an intern can be relatively simple. In general, there are more people looking for an internship than there are internship opportunities, given the aforementioned reasons.

#### Colleges and Universities

This is our #1 way to find interns, and for a number of very good reasons:

1. Getting into a post secondary education institution is **not an easy** task these days. This means that any intern you hire from a college or a university has already been rigorously pre-screened, and has had to pass exams, and show a certain amount of aptitude. This means that any intern you hire from one of these schools has already gone through a screening process.
2. Many students these days are **REQUIRED** to take an internship before being allowed to graduate. This means that you can have a built in pipeline of students (from certain schools or majors) that can fuel your internship program forever!
3. The schools **WANT** to hear from you. Whether it's the career services coordinator, or anyone else that is required to approve your internship, it's their job to put as many *high quality internships* in front of their students as possible. What does this mean for you? It means that they want to hear from you, and approve your high quality internship job postings! (Don't have any ideas for what constitutes a "high quality internship? Check out our pre-made ["Easy Intern Assignments"](#) to literally hand to your intern).

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4. Interns from colleges and universities who are taking their internship for credit are **required to get a grade**. Guess who's in charge of giving them their grade? That's right, you (the business owner) are! Do you think that they'll be motivated to do a good job for you? Of course!

Today, schools are actively looking for businesses to come on their campus and recruit their students. As we noted above, schools are increasingly requiring their students to take internships and therefore work hard to find their students internships. Once you establish a relationship with a school and start providing exceptional internship experiences you will have a flood of new interns each semester.

We also recommend reaching out to specific schools or professors at different colleges and universities to create relationships with individuals that interact directly with students that must take an internship.

Because we feel so strongly that recruiting directly from colleges and universities can result in a consistent recruitment process and constant flow of new interns we created an intern database that includes over 400 colleges and universities and the contact person at each school to recruit your intern from. You can check out the [college and university database here](#).

### Online Intern Matching Sites

Over the past few years there has been an explosion of online sites geared exclusively towards matching interns with employers – again, due to the economic conditions and increasing requirements of schools that their students take an internship. There are over 25 (and growing) intern matching site in the U.S. alone.

These sites can be a free or paid service that can help find an intern. You simply post your internship job description to their site and candidates will contact you. Many of the sites also allow you to search candidate resumes.

Fortunately for you, we have compiled the list of the top 25 sites you can post your internship position to. Some are free, some are paid, and others use a hybrid model.

To access the list of sites, visit our membership site at <http://members.internprofits.com> and register for a free membership. Then simply click on the link on the left hand navigation in our members area under "More Pages" called: **List Of Top 25 Intern Job Submission Sites**.

Here's an image showing you exactly where to find this document in our [members area](#):

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The screenshot shows the InternProfits website. At the top is a dark navigation bar with the logo and menu items: Home, Free Video Training, Mentoring Your Way To Millions, Easy Intern Assignments, Intern Profits System™, Intern Database, and Bonuses. Below this is a sidebar with two sections: 'Intern Quick Start Kits' containing links to Social Media, Search Engine Optimization, Blogging and Press Release, and Unpaid Internship Legal Kits; and 'More Pages' containing links to Products and Services, Virtual Internship White Paper, Internships.com Demo, Interns for Busy Entrepreneurs, Process Map, List Of Top 25 (circled in red), Intern Job Submission Sites, Available Interns, Articles, Coaching, and Feedback. A red arrow points from the 'List Of Top 25' link to the main content area with the text 'CLICK HERE'. The main content area is titled 'Welcome to Intern Profits' and contains several paragraphs of text.

**Intern Quick Start Kits**

- › Social Media Intern Kit
- › Search Engine Optimization Intern Kit
- › Blogging and Press Release Intern Kit
- › Unpaid Internship Legal Kit

**More Pages**

- › Products and Services
- › Virtual Internship White Paper
- › Internships.com Demo
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- › Process Map
- › List Of Top 25
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- › Articles
- › Coaching
- › Feedback

**Welcome to Intern Profits**

We're so excited to have you on board and we know this marks a significant milestone in your business.

No longer is payroll going to be an obstacle in expanding your business. We are excited to be here, support you, and grow with you as your business literally explodes.

Having unpaid interns work for us has done WONDERS for our business. And the best part is that these young minds that join our team have been outstanding people to work with and to get to know. We know you're going to LOVE having interns helping you grow your business, while you help them get real world business experience.

We want to give you a quick overview of the site. As you will see we have set up the site so you can easily download all of our training, information, reports and books.

As you navigate through the site you will see that we have an abundance of resources at your disposal to help you find, hire and manage your interns.

If at any time you try to access a section of the site and are unable to view that section it means that your membership level does not include that information.

You can easily upgrade your subscription by simply clicking on the section that you want access to and following the directions you see.

If you follow the information we've laid out on this site you'll have interns working for you in no time flat.

We've enabled comments on nearly every page in this site. The purpose for this is for you to communicate with us when you have questions about a SPECIFIC topic, training or information. By using the comments, the entire Intern Profits community can learn from everyone else. Please keep the comments and questions constructive

## Employee Referrals

You may have a very small staff but sometimes your current employees or contractors may be able to refer intern candidates to you. A word of warning: this might be the best, or the worst, source of interns. While your staff or contractors know the company's needs they may also be the individual's personal cheerleader when they may not be the best fit for the company. On the other hand, an employee referral is the easiest and least expensive in terms of time and resources, way of recruiting a new intern.

## Craigslist

We are NOT fans of recruiting interns on Craigslist. The main reason is that there's no quality control, and literally anyone can apply for your position. It's the complete opposite of hiring interns from colleges and universities. If you do decide to go the Craigslist route, proceed with caution.

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## Print Advertising

You may decide to post an ad in student-oriented publications published by the schools of your choice. Again, this is another resource for finding interns but it would probably be worth going directly through the school's career center or intern coordinator first.

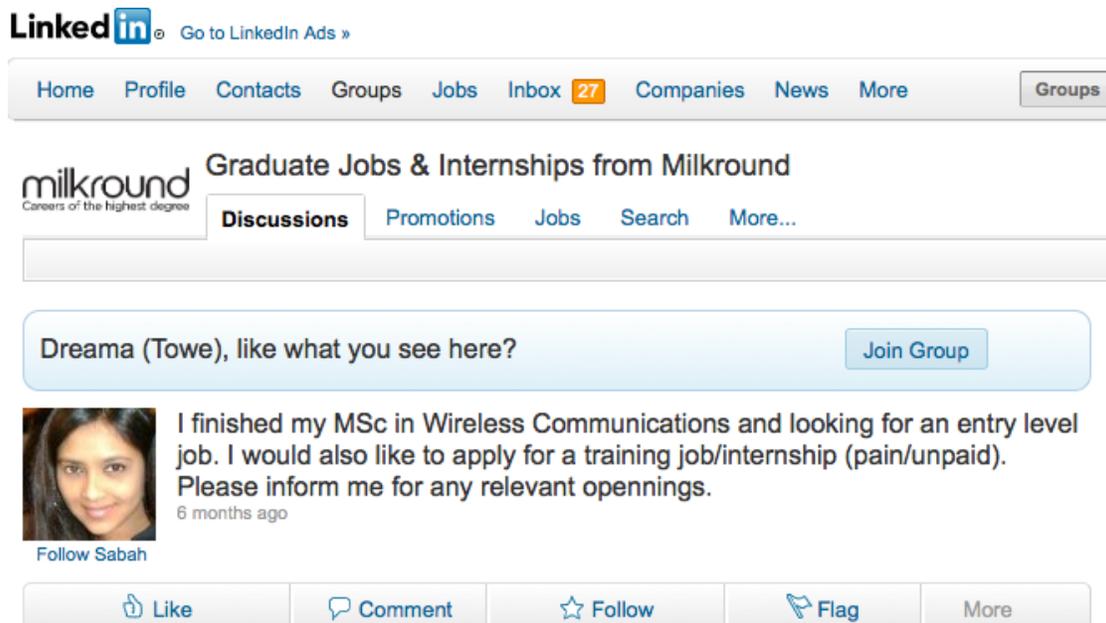
## Your Own Website

Don't discount the power of your own website. You should add a link at the bottom of your website or on your "About Us" page regarding your internship program and how to apply.

## Social Media

Many of the social media sites will allow you to post your internship including [LinkedIn](#). In fact, LinkedIn has a number of alumni groups and dedicated internship groups that you can join and find and recruit interns for your company.

If you don't believe that people are actively looking for internships on Social Media sites (especially LinkedIn) then take a look at these screen shots:



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Here's another one: from a Penn State real estate group:



People are actively looking for internships on LinkedIn...all you have to do is look for them!

You can also post to [Twitter](#), [Facebook](#), [Google](#), and other social networking sites that you are looking for an intern.



If you need more ideas about how to find, hire and manage interns, then make sure you [join our group on LinkedIn](#), to chat with other like minded business owners. Plus, we're always there answering questions and starting conversations!

**HOT TIP:** Remember that social media is a great way to interact and meet other people through your network's network. If you have a great internship to offer, don't be shy about posting a link to more information about it on your profile page. You never know who knows someone looking for an internship!

Don't forget that you can also chat with us on [Twitter](#), or start a conversation with us on our [Facebook Fanpage](#).

**Having trouble finding the right school to contact - even the right person to contact at a school? We've built an entire database of over 400 schools in the U.S. where you can find the types of majors for each school, whether they allow unpaid or virtual internships and even the person you need to contact at the school and website for submitting your job description.**

**To learn more and take advantage of our \$1 trial offer go here:**  
<http://www.internprofits.com/1-dollar-database-trial/>

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## Writing and Submitting Your Job Description

In this section we'll review exactly to write a job description that gets you as many qualified candidates as possible applying for your internship position.

### How to Write a Winning Job Description

It's now time to write your job description(s). By now you probably have a good idea of what to include in your job description in regards to the actual internship and the tasks you would want your intern to complete and the overall job description.

Here is the bare minimum information you must include in your job description and posting.

**Company name** – If you own several companies you should use the name of the company the intern will be working for directly (the only exception to this is if you are looking for an intern to help you on a new business venture, it is best to use the name of your more established business).

**Contact Information Of the Hiring Individual (email, fax, address)** – The hiring individual should be the person who will be working directly with the intern on a day-to-day basis and conducting the interviews. While you can have your assistant, or someone on your team, help you with the paperwork and be the first line of contact for receiving resumes, we recommend that you interview candidates directly. Provide the appropriate contact information so that the interns interested in the position can easily reply.

**Company Website(s)** – If you own several URLs you should include the URL(s) that the intern will be working directly with or for during the internship. If this is a new website development and you do not have a URL yet, then state that in the description. If you have another established URL you may want to include that in your contact information so that the internship coordinators at schools and/or the potential intern understands that you are a legitimate business – in this day and age everyone goes on line to learn more about your company. If you have a YouTube channel, Facebook Fan Page, Twitter account, LinkedIn business profile or Group you should include these as well.

**HOT TIP:** Don't make the job post about YOU, make it about the intern! Make sure you tell them what they're going to learn, what projects or websites they'll be working on, and what they'll have accomplished at the conclusion of their internship.

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**About Your Company** - Your mission statement or for example, information from the “About Us” portion of your website.

**Job Description** - This should be as detailed as possible and help explain what the intern can expect to learn on the job. You should explain what kind of work the intern will be working on, the outcomes you would expect and how it will help your company and the student’s educational and professional growth. Give them examples of work (or websites) that they will be doing, and make sure to make this section about what the intern will learn and accomplish during their internship.

**Qualifications** - This may not be required depending on the job. But, for example, if you want an intern to help you with software development they would have to have some knowledge of software development. Other qualifications may include:

- Be a student enrolled at a university offering a “for credit” internship program
- Be majoring in a field appropriate to the job opening
- Have a minimum grade point average
- Be able to legally work in the U.S.
- Be able to pass a drug screening or background check
- Being a specific “year” at school
- Technical/Tool Requirements – Will the intern need a laptop, cell phone, use of car, phone (long distance or Skype), video camera, software, etc. to carry out the responsibilities of this job? If you have specific tools that you will need your intern to have in order for the internship to be successful, you will want to ask this information upfront in your job description.

**Management Expectations** – This is where you will set-out your expectations for reporting to you on a daily/weekly/monthly basis.

**Is the internship Paid or Unpaid?** Remember, it’s up to you, the business owner, to decide how you’re going to compensate your intern.

**Is the internship Virtual or Onsite?** Every internship is different. Virtual internships are perfect if you work from home, don’t have adequate office space, or don’t need the intern to come into your office when they work.

**Will you be offering credit if needed?** –We highly recommend offering credit in your job posting.

**Start/End Date** – Ideally when would you like the intern to start and end.

**A “Resume Screening” tool** – This would be something you ask the candidate to do in order to pre-screen out candidates before the interview process. This may be simply

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asking to include a cover letter stating why the candidate is the right person for the internship. If you included Technical/Tool Requirements and the intern did not include this information in their resume or cover letter then this too could be a “resume screening tool.”

In summary, when crafting your job description/posting, think about it from the perspective of the student: you're (probably) offering an unpaid internship. That being said, why would someone apply for your position? If they know going in that they aren't going to be paid, why would they apply for, let alone accept your position?

**If writing a job description seems like a daunting task to you, we offer a set of 16 (and growing) “copy & paste” job descriptions inside the Intern Profits System™ that you can use to speed up your intern recruitment process.**

**To claim your copy of our system simply visit <http://www.InternProfits.com/new>**

### Posting Your Job Description

You've identified your needs, picked your school(s) or sites and written your job descriptions so now it's time to post your job!

You've already contacted the school of your choice and researched other manners of finding an intern. If you decide to recruit from an intern-matching site you'll want to create an employer profile. You will also want to create an employer profile at any schools' posting sites.

Now you need to post your job. Be sure to follow the instructions carefully as leaving a field blank or incomplete could result in your not receiving as many resumes. Depending on the time of year you may get more applicants than others.

**For a complete selection of video tutorials showing you the various websites to post your jobs to (including various schools using the Symplicity™ system, NACE, L-CAN, U-CAN, and Internships.com) make sure you visit Module II in our [members area](#) or check out our [YouTube channel](#)**

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## Interviewing and Hiring Your Intern

You've submitted your internship job posting and it is now time to start reviewing resumes. By now you hopefully have received a few good resumes. To get started you may decide you want to interview all your candidates, especially if you only received a handful of resumes.

If you have received quite a few resumes you might want to weed out some candidates before you start interviewing. A really good way to weed out resumes before you take the time to do phone interviews is to utilize the "Resume Screening" tool we mentioned in the job description. If your candidate did not include your "Resume Screening" tool then this is a good way to eliminate candidates because it very simply shows candidates who cannot follow directions.

Does your candidate have the right tools, qualifications and skills (if applicable) that you posted to your job description? If not, you must determine if these are "deal breakers" or not. If they are then you should eliminate these candidates prior to the interview process unless the candidate made a case for not having these attributes but would still be a good candidate.

Review the candidate's most recent employers and/or experience keeping in mind that this is an internship and students are looking for experience. He or she may have little to no on the job experience but a candidate who has never even had a summer job or volunteer position would definitely go in our "NO" pile.

Now that you have reviewed the resumes and weeded out those that aren't a good fit, it's time to interview your candidates.

## Successful Interviewing

### The Initial Interview

The first interview gives you a feeling about the intern and their desired outcomes from the internship while also letting the intern know what your expectations are and more about your company.

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An important thing to remember is to ask if the candidate hopes to receive credit for his internship. You want to know this up front so that you will know if the candidate has spoken to his academic advisor about the credit and if it is a viable option given the amount of time before the internship starts. If the candidate has not discussed the credit option with his academic advisor then he should contact his advisor and get back to you on whether he will be able to intern for credit before you move forward in the process any further.

At the conclusion of the interview, and assuming you are still interested in possibly hiring the intern, ask him or her to get back to you by a certain day and time with his or her interest in the internship, any questions they may have and when they could start as well as the hours they plan to work.

## The Instant Candidate Filter

*By the end of your first phone interview, you should have a good idea of whether or not you're even interested in the candidate. By giving them the very small task of emailing you back by a specific date, and telling you why they would be a good candidate for the position, you can easily further filter out weak candidates.*

## The Second Interview

If the prospective intern gets back to you and expresses interest in the internship then you should schedule a second phone interview, assuming you are still interested in the candidate after the first interview.

You will want to do this for several reasons:

- To re-confirm their commitment
- To see if they have any additional questions
- To ask them any other questions that didn't come up during the first interview
- To finalize things like start date, scope of work and other details
- To re-confirm if the candidate will be seeking credit and any paperwork from the school that will be needed to get started.

Basically the second interview is a chance to recap the first, and confirm a mutual interest. Also, after the first round of interviews you might have three or four excellent candidates, and only one position available. This gives you the chance to go back and refresh your memory, and hire the best and most qualified (and most motivated) person for your internship.

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## Hiring Your Intern

You have now interviewed some candidates and may have already eliminated a few along the way. You've received back emails from those who are truly interested, showing an ability to follow simple directions, meet a deadline, and explain why they feel they are the best person for your position. And you may have even conducted a second interview confirming the candidates interest and your expectations for the internship.

But how do you know which intern to hire? What if you have more than one qualified candidate for a position? How can you eliminate someone?

A quick checklist is below:

- ✓ Does this intern have access to the tools needed to do the job (if applicable)?
- ✓ Will the intern be available during times/dates you will need them to work?
- ✓ Did you have rapport with the candidate?
- ✓ Did the candidate have the skills/qualifications necessary (if applicable)?
- ✓ Did the candidate show an interest either via his or her course work, job experience or personal experience/interests in the field of your internship or will the internship be a "testing out time." (If the intern does not seem enthusiastic about your field then this may not be the right candidate).
- ✓ Does the candidate need to be paid (if your plans are to hire an unpaid intern then this candidate is probably not the right fit)?
- ✓ Did the candidate show problem solving skills?
- ✓ Did the candidate show an interest in your company?
- ✓ Do you have a good "gut" feeling about the candidate, and their ability to do the job in a professional manner?

## Final Steps for Hiring Your Intern

You are finally at the point of hiring your intern. By now you have chosen the intern or interns you would like to hire.

If you are hiring a student for credit, each school will have its own policy and practice for hiring their interns. You may have to officially request the intern through an online system or it might be a matter of contacting the intern coordinator directly. Others may allow you to contact the intern directly and he or she will go through the appropriate channels and paperwork (if necessary and especially if it is for credit) necessary. Again, these things will differ from school-to-school (and if the intern is seeking credit or not).

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If you found your intern on an intern matching site or other resource then more than likely you will simply formally offer the internship to the candidate.

You will also want to have your intern sign an agreement with your company confirming the terms of the internship (this is especially important if this is an [unpaid internship](#)). You may also want to have them sign a non-disclosure, non-compete agreement if the intern will be working on confidential or sensitive projects.

Finally, you'll want to re-confirm a start date, end date and the days and times your intern will be working for your company.

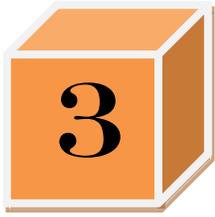
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### STEP THREE: Managing Your Intern

The first thing that you should do once you have hired your intern is to get your intern set up with all of the tools that they will need to be successful. Depending on the job description, and whether or not they are in your office or [virtual](#), making sure that they have the right tools in place will ensure a quick and definitive start to your first project. Please note that many of the tools listed below are essential if you have a virtual intern, and could differ if the intern actually comes into your office each day.

#### Tools for Success

Here is our list of essential tools that you will want your intern to have at a minimum upon getting started with your company.

##### *Essentials:*

1. **A Dedicated Email Address**
2. **Phone Service**
3. **Computer**
4. **Instant Messaging (IM) system** (Google, Skype, Yahoo and MSN all have instant messaging capabilities)



Those are your big four “Tools for Success.” Of course, depending on the internship, other things could be required. For example, if you have an intern helping out in your real estate business, your intern would likely be required to have other tools that will allow them to go out and research, inspect, document and evaluate properties, including: a car, digital camera or video camera.

Once you have set-up your intern with the essential tools and resources you’ll want to have a KickStart Meeting to discuss the internship and the projects he or she will be working on as well as any management or reporting requirements you may have.

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## KickStart Meeting

You should now set aside some time with your intern to review exactly what projects he or she will be working on, the purpose of the project, more background on your company, management style and your expectations. This initial meeting is your “Kick Start Meeting.”

In your Kick Start meeting you’ll want to give your intern an overview of the internship including:

1. Who he or she will be primarily working with on the project – who will his or her manager of the project be, who does he or she report to on a work day basis, etc.
2. Contact information and preferred forms of communications
3. What the project will entail
4. When the project must be completed
5. Why you are having the intern do the project – Will it increase sales? Reduce paperwork? Improve processes? Reduce costs?
6. Where the intern should go to get more information/training/etc. More on training in the next section.
7. How you will be measuring success and your expectations (days and times the intern will work, etc.)
8. Any legal documents you would like your intern to sign.
9. Explain any processes or procedures you may have that you want the intern to follow.
10. Give more information about your company and your products and services.
11. Answer any questions the intern may have as well as understand the intern’s expectations for the internship.

### **HOT TIP:**

*Preparing your intern (or any employee, for that matter) for the job at hand is a key factor in their success. The more clearly you define the project, the reason for the project and the results you expect, the more likely that your intern will hit the target. Just as you had to clearly define the job duties and skills required for the job posting, you must now properly prepare to communicate the specifics of the internship. The better you do this, the better your results will be.*

You will want to provide plenty of time for the intern to ask questions and become clearer on what the internship is all about, the projects he or she will be working, expected outcomes and any other concerns or questions he or she may have.

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## Day-to-Day Managing

You have your intern set-up with the tools and resources he will need to be successful and he has had his Kick Start Meeting to familiarize himself with the projects he will be working on and any other management concerns or questions. It's now important to be sure that you manage your intern just like you would manage any other employee. This is vital for both you and your intern. The intern must have a meaningful internship with involved management in order to receive credit for his work (the schools are non-negotiable on this subject!) and you want to have a successful internship as well. If you manage well chances are you and your intern will reap much rewards from your internship.

For turn-key projects and task your intern can get started on today that will bring you more leads, more sales and more prospects all the while providing an educational opportunity for your intern check out our "Easy Intern Assignments:" <http://www.internprofits.com/allEIAs/>

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## Conclusion

By creating an internship program in your business, you are going to grow your business exponentially at no to very little costs. Not only will you be improving your business but you will also be helping the future workforce become more educated about what it's really like after school. You're getting to "test the waters" for prospective new employees, and creating win-win partnerships between yourself and the students.

There is no better time than the present to go out and hire your first intern.

Get started today and create that first internship!

We love hearing success stories, so if you have any, please share them with us. Tell us about the school that you worked with, your intern, or a project that they helped you complete.

Was getting an intern easy? Did the intern help you in a specific aspect of your business. We want to hear from you!

Simply send us an email with your "case study" to [casestudy@internprofits.com](mailto:casestudy@internprofits.com) or better yet, create a video and send us the link. We'll be sure to feature you and your company and share your success story.

To learn more about creating and running your own internship check our blog often with up to date information: [www.internprofits.com/blog](http://www.internprofits.com/blog).

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## Here's How to Contact Us!

Email us at: [support@internprofits.com](mailto:support@internprofits.com)

Phone us at: (888) 291-9098

We are a small office so if you do not get us live PLEASE leave a message. We aim to get back to everyone within 24 business hours.

## Feel free to write us at our Corporate Headquarters:

1685 H. St.  
#679  
Blaine, WA 98230

And you can always leave us a comment on our [Blog](#) or our [Facebook Fan Page](#). Send us a Tweet on our [Twitter](#) page or join a discussion in our [LinkedIn Group](#).

You may also be interested in our [YouTube](#) videos and trainings. Check them out and leave some us some feedback.

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## About Intern Profits

Intern Profits provides small business owners and entrepreneurs the tools and resources to find, hire and manage interns to help grow and expand their business while creating educational opportunities for tomorrow's talent today.

Intern Profits is owned and operated by Efficient Enterprises, Inc. an online marketing and business consulting company that evolved from years of organized marketing efforts in the real estate and Internet marketing niches.

Founded in 2010 by entrepreneurial husband and wife team, Justin and Dreama Lee, Efficient Enterprises, Inc. provides marketing and business consulting services to businesses.

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## Resources

By now you have been convinced that hiring an intern is a solution to many of your business needs and a real way for you to grow your business. We have many other products and services that you will find helpful in setting up and running your new internship program. Here are just a few of the many products we have available to you.

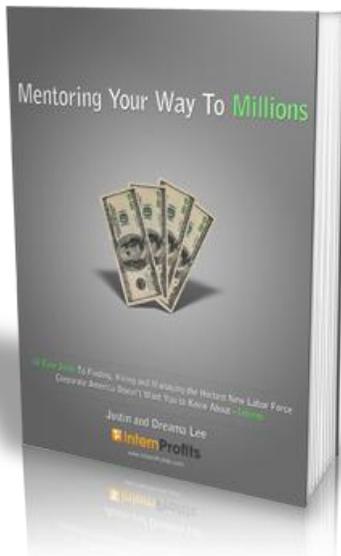
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### Our Platinum Package

In our Platinum Package you get full lifetime access with no recurring charges to all of our products, including our [Intern Profits System](#), all of our [Easy Intern Assignments](#) and lifetime access to our [College and University Database](#)

[Learn More](#)



### Our book, Mentoring Your Way To Millions.

In this book we provide you with information on how to find, hire & manage interns to grow your business. Discover how business owners who provide mentoring to interns in search of “real world” experience can create true “WIN-WIN” situations that allow their business to flourish and grow faster than they ever thought possible!

[Learn More](#)

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### Unpaid Internship Legal Briefing/Report and Agreement



If you're thinking about offering someone an unpaid internship and you haven't reviewed our webinar, the special report, and you don't have an agreement for your (unpaid) intern to sign, *you're exposing yourself and your business unnecessarily.* Make sure you have all of the facts, and get them from one of America's leading labor attorneys (who is also the lead attorney for NACE, the National Association Of Collegers & Employers), who *shares some shocking information in minute 4 of the webinar!*

[Learn More](#)

### The Intern Profits System Course



This is a Modular Course that takes you step by step through the process of getting your internship program started in 30 days or less.

Instant digital access to all 5 Modules showing any business owner, (no matter where they are located, what kind of business they own, or how long they've been in business) how to find, hire & manage interns to explode the growth of their business. Our most

popular product, and an absolute **\*MUST\*** for any business owner looking to start their own internship program.

[Learn More](#)

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## Easy Intern Assignments



**12 Turnkey “Easy Intern Assignments”** That You Can Literally Hand To Your Intern & Watch Them Generate More Leads, More Sales, More Revenue & More Profits For Your Business! Our “Easy Intern Assignments” solve the “What will my intern do?” question and each one is taught by one of our expert faculty members. Let these experts train your intern on a variety of topics, from social media, to video marketing, press releases, search engine optimization, and many more!

[Learn More](#)

## College and University Database



Discover the quickest, fastest and easiest way to find your next intern!

Imagine being able to instantly access the name, phone number and email address of hundreds of recruiting coordinators at hundreds of schools across the country! Search by geography or major, and find out what schools allow virtual interns, unpaid internships, and much more!

[Click Here For A Video Demonstration To See How Powerful Our Intern Database Is!](#)

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### Intern Quick Start Kit #1: Social Media



We created these Kits because they'll engage your intern and get them producing more leads, more sales, more revenue and more profits for your business. This Kit is perfect for any business who hasn't yet started to utilize social media to grow their business, or for any business owner who just doesn't have the time to effectively manage their social media campaigns on their own.

Our Social Media Intern Quick Start Kit will allow any business owner to quickly and easily find, hire and manage interns to help them manage and run their social media efforts.

[Learn More!](#)

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### Intern Quick Start Kit #2: Search Engine Optimization (SEO)



We created these Kits because they'll engage your intern and get them producing more leads, more sales, more revenue and more profits for your business. This Kit is perfect for any business who wants to improve their website's ranking when potential customers search for them online. This Kit is also for any business that wants their website to be easily found on the first page of Google, Yahoo, Bing and other search engines.

Our Search Engine Optimization Intern Quick Start Kit will allow any business to quickly and easily find an intern to help them manage and run their search engine optimization efforts.

[Learn More!](#)

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### Intern Quick Start Kit #3: Blogging & Press Releases



We created these Kits because they'll engage your intern and get them producing more leads, more sales, more revenue and more profits for your business. This Kit is perfect for any business that doesn't yet have a blog, wants to build new websites quickly and easily, and wants to leverage press releases to generate more leads, sales, revenue and exposure for their business.

Our Blogging & Press Release Intern Quick Start Kit will allow any business to quickly and easily find, hire and manage an intern to help them build new blogs or websites, manage existing blogs, and start or improve on a press strategy for their company.

[Learn More!](#)

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