

AlongNow Professional Companion Recruitment Playbook

For the Recruitment Manager

Purpose: build a repeatable internet-based system to recruit, screen, train, activate, and retain high-quality Professional Companions (PCs) for the AlongNow pilot and future marketplace growth.

1. Recruitment Goal

The immediate goal is not to recruit thousands of people. The first objective is to build a trusted, high-quality pool of Professional Companions capable of supporting the first 30-50 real AlongNow cases.

- Recruit enough qualified candidates to maintain choice and fast matching.
- Prioritize trust, reliability, communication skills, and professional boundaries.
- Create a recruitment process that can later scale city by city.
- Track which channels produce the best approved PCs and completed bookings.

2. Who Can Become an Excellent PC?

The strongest Professional Companions can come from many backgrounds. A high degree is not required; the most important qualities are reliability, emotional maturity, listening ability, respect, communication, curiosity, and strong personal boundaries.

- Doctors and other healthcare professionals
- Teachers, professors, and educators
- Nutritionists and wellness professionals
- Nurses, medical assistants, pharmacists, and allied-health professionals
- College and graduate students
- Psychology, social-work, pre-med, nursing, and public-health students
- Retired professionals and retired executives
- Engineers, scientists, and technical professionals
- Lawyers, accountants, and other professionals
- Entrepreneurs and business owners
- Artists, musicians, writers, and creative professionals
- Fitness instructors, yoga teachers, and wellness coaches
- Caregivers and experienced home-care workers
- Librarians, tutors, interpreters, and language teachers
- Career coaches, mentors, and human-resources professionals
- Hospitality and customer-service professionals
- Veterans
- Community volunteers and faith-community volunteers
- Multilingual adults and international students

- People with meaningful life experience in caregiving, grief, relocation, immigration, retirement, career transition, or recovery

Position the supply side as: Professionals + Students + Retirees + Community Members + People with Valuable Life Experience.

3. Core Recruitment Message

Recruitment should not focus only on earning money. The strongest message is that professional companionship can create income, learning, relationships, social value, and personal growth.

Earn income. Meet interesting people. Learn from different lives. Build relationships. Expand your network. Gain wellness benefits. Create social value.

For AlongNow, candidates should understand that they are not simply taking jobs. They are building skills, reputation, connections, wellness value, and potentially long-term contribution opportunities.

4. Recruit by Trusted Communities, Not by Everyone at Once

Recruitment should be organized by target group. Each group should receive a message tailored to why professional companionship is meaningful for them.

Doctors / Healthcare Professionals

Use professional associations, continuing-education classes, clinic networks, alumni groups, professional WeChat groups, LinkedIn, and direct referrals.

Suggested message: Use your communication and life experience outside the clinic in a clearly nonclinical role.

Teachers / Professors

Use university faculty groups, retired-teacher associations, alumni groups, local education networks, LinkedIn, and community organizations.

Suggested message: Your listening, patience, mentoring, and teaching experience remain valuable beyond the classroom.

Nutritionists / Wellness Professionals

Use wellness clinics, local professional groups, health events, LinkedIn, and referral partnerships.

Suggested message: Expand your impact through human connection, not only professional advice.

College / Graduate Students

Use campus clubs, pre-health groups, psychology clubs, international-student groups, career centers, department mailing lists, and campus ambassadors.

Suggested message: Earn income, build communication skills, expand your network, and gain real-world experience.

Retired Professionals

Use senior centers, alumni associations, churches, community groups, professional societies, Rotary/Lions-type groups, and LinkedIn.

Suggested message: Your experience still has value. Share it, stay connected, and earn.

Artists / Musicians / Writers / Entrepreneurs

Use interest-based communities, Meetup, local organizations, LinkedIn, Facebook groups, and creator networks.

Suggested message: Your knowledge, creativity, and perspective can make companionship more meaningful.

5. Build One Strong PC Recruitment Landing Page

All online recruitment should lead to one simple, professional landing page. The page should explain AlongNow clearly and allow candidates to apply quickly.

- What AlongNow is
- What a Professional Companion does
- Who can become a PC
- Examples of eligible nonclinical companionship services
- Income model and service-fee share
- PC Wellness Credits
- Founding PC benefits
- Training and screening requirements
- Safety and public-meeting rules
- Privacy and professional-boundary expectations
- Apply Now button

The initial application should be short and include:

- Name and location
- Professional or educational background
- Languages
- Availability
- Preferred service types
- Short self-introduction
- Why they want to become a Professional Companion
- Whether they are willing to accept Community Support requests
- Referral source

6. Daily Short-Form Video Strategy

Create one short video at a time for one specific candidate group. Do not try to explain the entire company in every video.

- Why retired teachers can become great Professional Companions
- Why medical students may be ideal PCs
- Doctors can help people outside the clinic too
- Your life experience can become valuable companionship
- Professional companionship: earn while learning from others
- Why multilingual adults can be valuable PCs
- Why retirees can build new purpose and connection
- Professional companionship is not dating and not therapy
- How a PC can earn income and PC Wellness Credits
- How helping others can expand your network and career opportunities

Every video should end with one clear call to action: Apply to become an AlongNow Founding Professional Companion.

7. Reuse One Piece of Content Across the Internet

Do not create different content from scratch for every platform. Create once, adapt lightly, and distribute widely.

- WeChat groups
- TikTok
- Instagram Reels
- LinkedIn
- Facebook
- YouTube Shorts
- X
- Professional association newsletters
- University club pages
- Community forums and local groups

8. LinkedIn Outreach

LinkedIn can be particularly useful for recruiting professional and retired candidates. Search by role, location, industry, education, or retirement status.

- Retired Teacher
- Professor
- Registered Nurse
- Physician
- Nutritionist
- Graduate Student
- Social Worker
- Retired Engineer
- Wellness Coach
- Healthcare Professional

Suggested outreach message:

We are building AlongNow, a professional human companionship platform for adults 18+. Your background may make you an excellent Professional Companion. We are currently inviting a small group of Founding PCs for our first pilot.

9. University Campus Ambassador Program

One motivated student can recruit many others more effectively than the company approaching every student directly.

- Recruit one ambassador per campus or major community.
- Give ambassadors a referral code or link.
- Reward only approved PCs who complete a first booking, not raw signups.
- Ask ambassadors to recruit from pre-health, psychology, nursing, social-work, international-student, and service organizations.
- Invite ambassadors to host a short informational session or Zoom introduction.

10. Weekly Online Information Session

Run a short weekly online session such as: 'What Is a Professional Companion?'

Cover:

- What AlongNow is
- What PCs do and do not do
- Income and pricing
- Safety and public meeting locations
- Training and screening
- PC Wellness Credits
- Community Support requests
- How to apply

11. Founding PC Program

Instead of a generic signup campaign, invite candidates to become Founding Professional Companions. Early status creates identity, urgency, and recognition.

- Priority profile visibility
- Priority matching during the pilot
- Founding PC badge
- Early training access
- PC Wellness Credits
- Referral recognition
- Potential eligibility for future long-term contributor programs, subject to formal company policy

12. Screening and Activation Funnel

Recommended funnel: Short Video / Referral -> Landing Page -> Application -> 15-Minute Screening -> Core Orientation -> Approval -> Profile -> First Booking -> Review -> Referral

Keep the pilot onboarding professional but not unnecessarily long. Advanced training can follow later. The goal is to activate strong candidates quickly while preserving quality and safety.

13. Referral Loops

Every approved PC can become a recruiter. Ask each approved PC to introduce potential candidates, clients, and local partners.

- Refer 2 potential PCs
- Refer 2 potential clients
- Refer 1 clinic, school, community, or organizational partner

Referral rewards may include PC Wellness Credits, recognition, promotional visibility, reduced platform fees, or other approved incentives. Track referrals with unique links or codes.

14. PC Wellness and Retention Incentives

Recruitment is easier when candidates see long-term value beyond a single booking.

- Service income
- PC Wellness Credits
- Credits may be kept, gifted to clients, family, or friends
- Eligible credits may be redeemed through Yanhuang TCM and participating wellness clinics
- Priority matching for high-quality PCs
- Training badges and professional recognition
- Service-hour certificates
- Mentor / trainer pathway
- Community leader or local ambassador pathway
- Future contributor or long-term value-sharing opportunities, subject to formal company programs

15. Use TCM and Clinic Networks as the First Recruitment Engine

The first recruitment campaign should begin with Traditional Chinese Medicine doctors, students, clinics, and related professional communities because they already have trusted patient, family, student, and professional relationships.

- Recruit practitioners and students as PCs
- Recruit clinics as referral and recruitment partners
- Use continuing-education networks
- Use professional WeChat groups
- Invite clinics to join the PC Wellness Network
- Encourage clinics to refer clients who may benefit from nonclinical companionship
- Create local information sessions for practitioners and students

16. Community Support Recruitment

Some PCs may choose to accept lower-cost Community Support requests starting from \$5. This is voluntary and separate from regular marketplace pricing.

Candidates who value social impact can be recruited specifically for this channel, while other PCs can remain focused on standard-rate services.

17. Safety Must Be Part of Recruitment

High-quality candidates are more likely to join if the platform's safety model is clear.

- In-person pilot bookings use approved public meeting locations.
- The meeting location is selected inside the booking flow.
- Private homes, hotel rooms, parked cars, and isolated locations are not permitted during pilot service hours.
- Check-in and check-out are part of the service flow.
- Privacy, confidentiality, and professional boundaries are required.
- PCs may accept or decline requests.

18. Paid Advertising Comes Later

Do not spend heavily on ads before learning which message attracts high-quality applicants. Start with organic and trusted-network recruitment. Once a message proves effective, use small paid campaigns to amplify it.

19. Weekly Recruitment Metrics

The recruitment manager should report these numbers every week:

- Total targeted content views
- Landing-page visits
- Applications
- Screening interviews completed
- Approved PCs
- Profiles activated
- First bookings completed
- Repeat bookings
- Referral source
- Approval rate by channel
- First-booking rate by channel
- Cost per approved PC
- Cost per activated PC

The goal is not simply to maximize signups. The goal is to identify which channels produce reliable PCs who actually complete high-quality services.

20. Example Conversion Funnel

Illustrative example only: 1,000 targeted views -> 20 applications -> 8 approved PCs -> 4 completed first bookings. Once AlongNow knows the real conversion rates, recruitment can be scaled more predictably.

21. First-Stage Channel Priorities

- 1. TCM doctors, students, and clinic networks
- 2. University students and campus organizations
- 3. Retired professionals
- 4. Healthcare workers
- 5. Community and faith-based volunteers
- 6. LinkedIn professional outreach
- 7. Daily short-form social media content

22. Recruitment Manager's 30-Day Action Plan

Week 1

- Finalize PC landing page and application.
- Create candidate screening questions.
- Create Founding PC message and FAQ.
- Build a list of 50-100 TCM, university, professional, and community contacts.

Week 2

- Launch daily short-form recruitment content.
- Begin LinkedIn and WeChat outreach.
- Recruit the first 10-20 applicants.
- Run the first online information session.

Week 3

- Screen and approve the first PC cohort.
- Complete core orientation and safety training.
- Activate profiles.
- Start referral program and campus outreach.

Week 4

- Match approved PCs to early cases.
- Track first-booking completion and feedback.
- Identify the best recruitment channels.
- Double down on channels producing the strongest approved PCs.

23. Final Recruitment Principle

Do not recruit the largest number of people. Recruit the right people, activate them quickly, help them complete their first successful booking, and turn the best PCs into recruiters, mentors, and community leaders.

AlongNow - Professional Human Companionship

AI Connects. Humans Care.