

sunblink

How to launch your own recruitment business

www.sunblink.uk

Is it time to own what you do?

You already know how to recruit.

You already know how to deliver for clients.

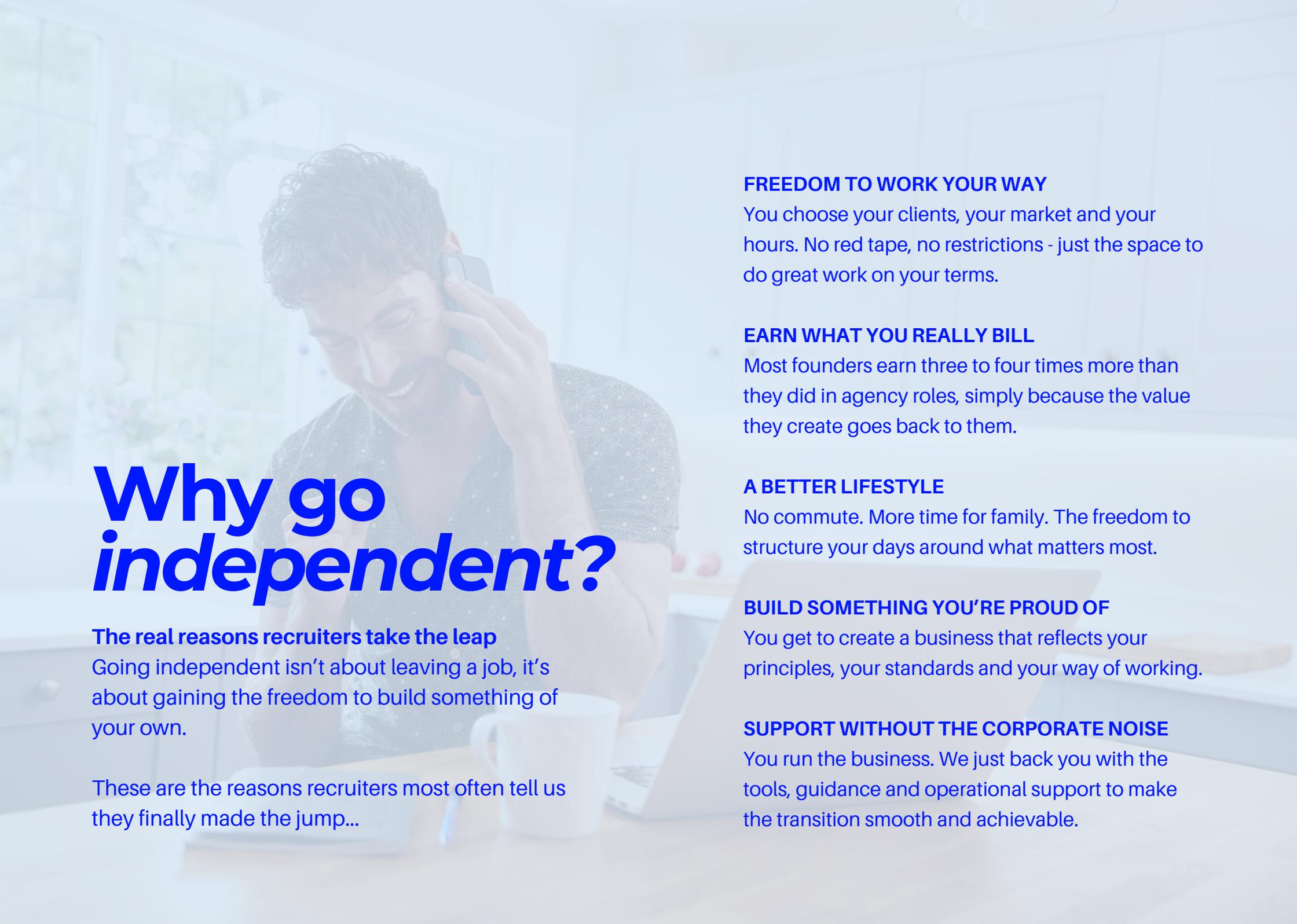
You already know how to build relationships, solve problems and get results.

The question is whether now is the moment to turn all of that into something you truly own.

Independence isn't right for everyone, and this guide isn't about selling you on the idea - it's about helping you understand what's involved, what it really looks like, and whether it fits the life you want.

This is a chance to explore:

- What independence actually means day to day
- What you gain (and what changes)
- What you'll need to set up well
- What to expect in your first year

A man with dark hair and a beard is smiling while talking on a mobile phone. He is sitting at a wooden table in a bright, modern kitchen. In front of him is a laptop and a white mug. The background shows white kitchen cabinets and a window with a view of greenery.

Why go independent?

The real reasons recruiters take the leap

Going independent isn't about leaving a job, it's about gaining the freedom to build something of your own.

These are the reasons recruiters most often tell us they finally made the jump...

FREEDOM TO WORK YOUR WAY

You choose your clients, your market and your hours. No red tape, no restrictions - just the space to do great work on your terms.

EARN WHAT YOU REALLY BILL

Most founders earn three to four times more than they did in agency roles, simply because the value they create goes back to them.

A BETTER LIFESTYLE

No commute. More time for family. The freedom to structure your days around what matters most.

BUILD SOMETHING YOU'RE PROUD OF

You get to create a business that reflects your principles, your standards and your way of working.

SUPPORT WITHOUT THE CORPORATE NOISE

You run the business. We just back you with the tools, guidance and operational support to make the transition smooth and achievable.

Are you ready?

Before thinking about tools, branding or launch plans, there is a more important question to answer. Is independence actually the right move for you?

This is not about whether you can do it. It is about whether you will enjoy it, sustain it, and feel comfortable with what comes with ownership.

Here are some of the key realities to consider:

COURAGE

Leaving the security of a salaried role and regular commission takes courage. If independence is something you have been thinking about for a while, the hardest step is often the first one: deciding to explore it seriously. That moment of bravery is usually the real starting point.

STRONG 360 RECRUITMENT SKILLS

In the early stages, most founders operate as a full 360 recruiter. That means winning business, delivering roles, sourcing candidates and building reputation without a safety net. There is nowhere to hide, but there is also nowhere for value to be diluted. If you are confident across the full recruitment lifecycle, independence becomes a real advantage.

SELF CONFIDENCE

Autonomy is one of the biggest rewards of running your own business and one of the biggest adjustments. You will be making decisions daily, setting your own priorities and trusting your judgement. You should have people around you to sense check ideas, but ultimately the responsibility sits with you. Being comfortable with that ownership is essential.

There's *more:*

SELF-MOTIVATION AND ENERGY

Without targets being set for you, motivation has to come from within. You will need the discipline to keep momentum high, stay consistent and push forward even when progress feels slower than expected. Independence rewards effort, but it does not create it for you.

FOCUS AND TIME MANAGEMENT

Clear goals are critical. Setting a realistic vision and breaking it down into achievable steps helps keep you focused and grounded. The most successful founders are those who manage their time intentionally and stay aligned to what actually moves the business forward.

PERSONAL FINANCES

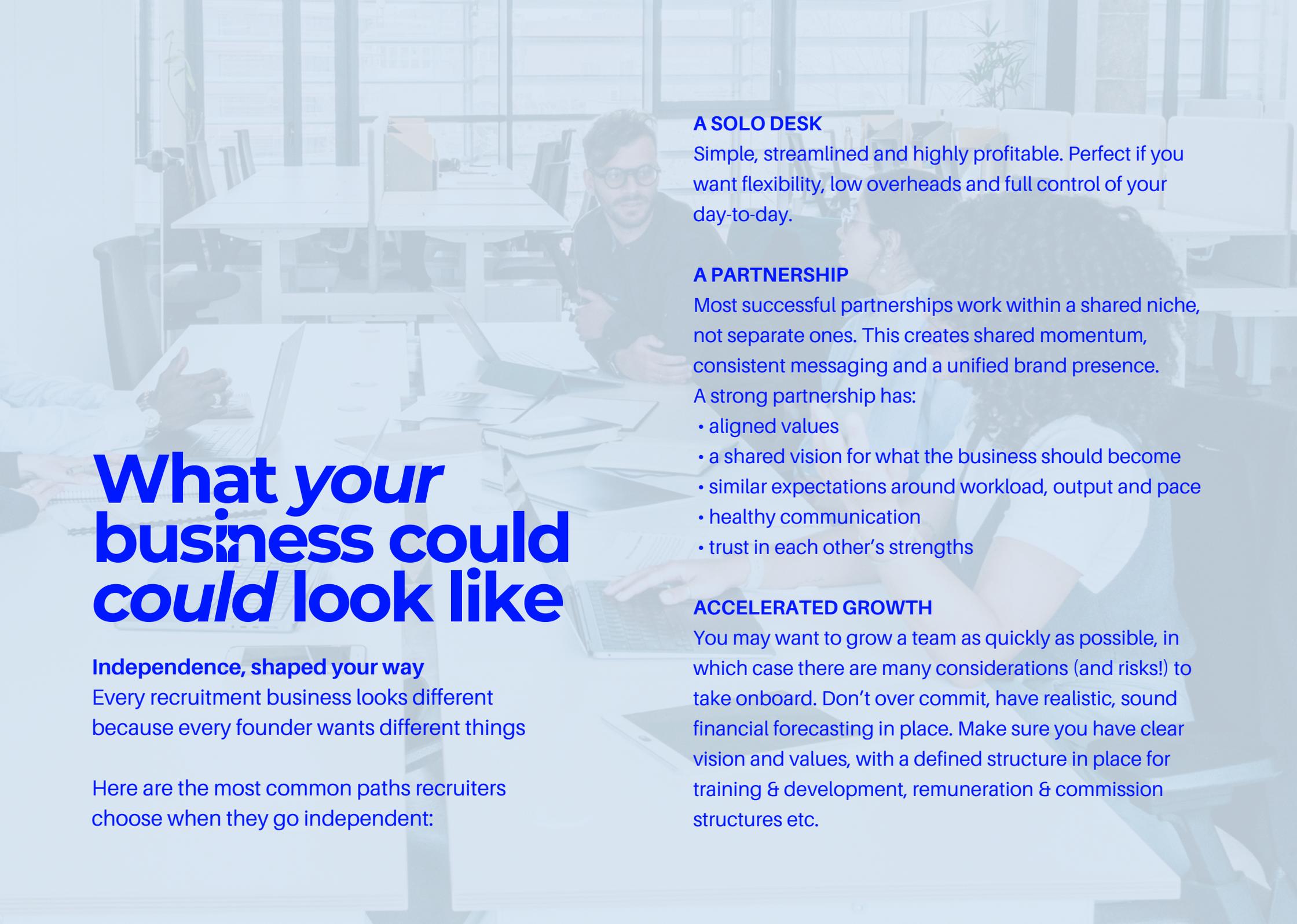
When you start your own business, you step away from a guaranteed salary. Recruitment allows revenue to be generated quickly, but it is important to be realistic. Most founders ensure they can comfortably cover personal expenses for at least three months, or explore sensible options for financial support during the transition. Planning here reduces pressure and allows you to focus on building properly.

RESTRICTIVE COVENANTS

Most recruiters will have some form of restrictive covenants in place. Understanding what you can and cannot do early on is essential. With the right planning, it is possible to launch successfully while respecting these restrictions. Ignoring them can create unnecessary stress and complications.

IN SUMMARY

Independence is not about being fearless. It is about being prepared. Taking the time to reflect honestly on these areas is one of the most important steps you can take before deciding whether to move forward.



What your business could look like

Independence, shaped your way

Every recruitment business looks different because every founder wants different things

Here are the most common paths recruiters choose when they go independent:

A SOLO DESK

Simple, streamlined and highly profitable. Perfect if you want flexibility, low overheads and full control of your day-to-day.

A PARTNERSHIP

Most successful partnerships work within a shared niche, not separate ones. This creates shared momentum, consistent messaging and a unified brand presence.

A strong partnership has:

- aligned values
- a shared vision for what the business should become
- similar expectations around workload, output and pace
- healthy communication
- trust in each other's strengths

ACCELERATED GROWTH

You may want to grow a team as quickly as possible, in which case there are many considerations (and risks!) to take onboard. Don't over commit, have realistic, sound financial forecasting in place. Make sure you have clear vision and values, with a defined structure in place for training & development, remuneration & commission structures etc.



Launching *confidently*

The essentials to get your business off the ground

Launching a recruitment business isn't about perfection, it's about having the right foundations in place so you can start trading with confidence.

Here's what you'll need in those early weeks:

YOUR NICHE AND POSITIONING

The clearer your focus, the easier it is to build momentum.

A BASIC BRAND IDENTITY

A name, a logo, and a simple website so clients know you're credible and operational.

YOUR CORE TOOLS

- CRM
- Phone system
- Professional email domain
- Job boards
- LinkedIn Recruiter (optional but powerful)
- Microsoft 365 for documents, email and organisation

YOUR OPERATIONAL SETUP

- Business bank account
- Bookkeeping tools
- Invoice templates
- Terms of business
- Compliance processes
- Payroll setup (if relevant)

A SIMPLE LAUNCH PLAN

- Who you'll contact first
- How you'll announce your business
- What success looks like in your first 30-90 days

Your first 90 days

How to make your launch a success

Your first three months set the tone - not through big wins, but through consistent progress.

The most successful founders focus on activity, not just outcomes.

CELEBRATE REALISTIC WINS

- Quality client calls
- New jobs on
- Interviews booked
- Pipeline building

Even before your first deal, these are signs your business is working.

RECONNECT WITH YOUR NETWORK

Most early wins come from people who already trust you.

CHECK YOUR RESTRICTIVE COVENANTS

Before you hit the ground running, make sure you understand:

- Who you can approach
- What timeframes apply
- Any geographic or market restrictions

Plan your outreach safely and sensibly.

STAY VISIBLE

Consistency matters more than perfection.

USE YOUR SUPPORT CIRCLE

Ask for advice, get second opinions, and don't try to figure everything out alone.

What is the worst that can happen?

It is impossible to ignore the reality that many new businesses do not make it past their first year.

That fact alone is enough to stop many talented recruiters from ever taking the leap. And in truth, it is not surprising. Businesses that launch without proper preparation, structure, or support are far more likely to struggle before they ever gain momentum.

But that statistic does not tell the whole story.

When founders take time to prepare properly, seek expert guidance, and learn from people who have already walked this path, the risk changes significantly. The question becomes less about whether it can work, and more about how well it is planned.

Most of the fears around independence come down to the unknown.

What if it does not work.

What if the timing is wrong.

What if I fail.

But choosing not to try has its own cost.

If you take a measured approach, understand your market, plan your finances and surround yourself with the right support, the reality is that very little is truly irreversible. You are not risking something you can never recover. You are giving yourself the opportunity to find out what you are capable of.

And for many recruiters, that moment of clarity comes quietly.

You simply know it is time.

Your *path* to independence...

with the Sunblink Team by your side

Starting your own recruitment company doesn't need to be complicated. Here's how the journey typically unfolds...

1

TALK

It begins with a conversation. No pressure, no commitments - just a chance to explore your goals, your vision and whether independence is the right move for you.

2

PLAN

We build your business plan together. Your niche, financial forecast, setup steps and launch strategy - all mapped out clearly so you know exactly what's possible.

3

BUILD

This is where everything comes to life. We set up your brand, website, CRM, job boards, systems, contracts, compliance and financial foundations so you're fully ready.

4

LAUNCH

You announce your business, reconnect with your network and start doing what you do best. We handle the admin, invoicing, back office and setup behind the scenes.

5

GROW

Your journey doesn't stop at launch. We stay with you, helping you scale your desk, hire when you're ready, refine your brand and plan your next steps with confidence.

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Are you ready?

Then let's chat!



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