



## Philosophical Approach to Our Website

In creating the FirstChoice Staffing website, we have put a lot of effort into educating you about the staffing industry and how each company stakes its claim to being different with its focus and areas of specialization. We hope we have been of help to you in that regard. We also hope we have made a difference in your selection process.

### “Different,” by definition, means:

- 1) being unlike
- 2) having distinguishing characteristics

Think of all the car dealership advertising and how each dealership tells you **It’s all about the experience**. Yet, every dealership does the **same thing**, uses the **same pitch**. If you removed one name and inserted another, **no one** would know. They tell you they are different, but – really? Different? **Really different?**

The same could be said of the staffing industry. Many of the recruiting agencies use the same marketers. The terminology appears to be interchangeable. The websites all have a **sameness** that makes the end product generic – as if the sites were designed by robots on a production line.

At FirstChoice Staffing, we have attempted to break the mold, ditch the cookie-cutter approach, and make it possible for you to see us truly as **“Your Personal Recruiter.”**