

BE THE BOSS

Start assembling your ultimate team

If you want to grow your business, one person cannot do everything. Only by growing your team will you be able to expand your business allowing you to concentrate on doing the important work of scaling further. Below is some information on how to write a killer job advert to help you get the staff you're looking for so that you can keep building your business.

1. Use a killer job title.

When you write your title, include the name of the position and the top one to three things that will make the job attractive to an applicant.

2. Add an emotive introduction.

This is a single paragraph that gives three to five details applicants will find most exciting about the job. It is similar to the lede that newspapers use to hook you into reading the full article.

3. Tell your company story.

Such as how many years you've been in business, how long employees stay (if this shows that people stick with you), interesting clients or projects, and work culture facts that will interest them.

4. Really sell the position.

Only include requirements that are essential to this job by limiting yourself one to three things. Then provide information on work hours, pay, interesting coworkers, education opportunities, benefits or perks, and anything else applicants will find interesting.

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5. Push your location.

Moving is an obstacle to anyone considering your job that doesn't live in your region. If you want to attract people from other places, sell applicants on the location.

6. Repeat why they should apply.

This section is a quick bullet-pointed recap of the top five to six reasons someone should apply to your job.

7. Spell out the application process.

Detail everything from when they first apply to when they get hired. Candidates won't be left in the dark about "what happens next."

8. Have other people read it.

Treat this job post writing exercise just as you would any other important piece of company marketing. Get multiple people to read it and provide you with honest feedback.

9. Improve your email responses.

Look at all the emails that you send to candidates at each step of the hiring process. Pick them apart and ensure they are clear, personal, and continue to sell the candidate on the role at every step. A poor first response to a candidate application will undo all the good work you did in the job post getting them to apply.