



GENERATE MORE APPLICANTS
without spending a dime!



If your goal is acquiring talent, then why is your process all about you, the employer, and not about the candidate?

QUALITY TALENT IS VITAL

Almost every organization in the world relies on its people to reach their goals and objectives. It doesn't matter whether you are a nonprofit, manufacturer, restaurant, tech company or governmental agency. Without competent employees, you will not get things done. It's nearly impossible to find a company that doesn't state that their employees are their greatest asset. Unfortunately, attracting, acquiring, and keeping talent has consistently been a challenge for businesses. Sure, there are some leading companies working on the coolest things who get their pick of the litter when it comes to talent. Many are sought after by job seekers because of the value of having these reputable companies on their resume.

However, most of us employers aren't Google, Facebook, Coke, EY, or McKinsey. Most of us are just normal, everyday employers struggling to build and maintain the teams that are necessary to achieve our goals and missions.

THE WAR FOR TALENT #TalentShortage

I fly around the country and talk to thousands of business owners, CEOs, managers, and HR professionals each year. A day doesn't go by that I don't hear someone

complaining about a shortage of qualified talent. Unemployment is continuing to drop, baby boomers are leaving the workforce, changes in immigration and E-Verify, and a new generation of workers are entering the workforce with their own ideas about the type of work they want to do. It all adds up to a big challenge for the average organization to deal with. Simply put, businesses are struggling to find the competent employees they need.

It can be quite easy for management and HR to point the

finger of blame at third parties and unseen market forces. "It's the government's fault... They need to reform our immigration system." "It's the education system's fault... They aren't teaching people the skills that we need." "It's our local economy's fault... Job seekers are moving away because it is too expensive to live here." "It's because of unemployment... There just aren't enough people looking for work." "It's our industry's fault... Nobody wants to do this type of work." "It's just a part of life as a small business or nonprofit... We don't have the money or benefits to attract the best people." The excuses are never ending.

WHAT ARE YOU GOING TO DO ABOUT IT?

So, given your current situation, what are you going to do? Give up? Your organization didn't get to where it is today by backing

down from a challenge, right? If your company didn't have enough customers, would you simply blame the economy and resign yourself to failure? If your products weren't succeeding against your competitors, would you keep building the same things? Of course you wouldn't. Your team would dig in, identify the problem, come up with a solution, and make the necessary changes.

But too many businesses are not even trying to fix their issues with talent acquisition. They've accepted their fate of being constantly understaffed or staffed up with underperformers. While I completely agree that all the previously mentioned challenges have an impact on your ability to hire good people, I've found that there are plenty of things that a business can do to improve their hiring results. In fact, some businesses can even turn their talent acquisition process into a major asset that can propel their company forward.

CHANGE IS NECESSARY!

The definition of insanity is doing the same thing over and over

again but expecting a different result. I guess this means that the world is full of crazy people since the majority of organizations persist in using the same job ads, applications, and hiring processes that they have used for years. Somehow, they believe that continuing with the status quo will *suddenly* start working. Far from that effect, the results of this unproductive hiring methodology have seen a steady *decline* over the past 10 years. Simply put, it is time for a change.

The required modifications can be summed up quite simply: If your goal is acquiring talent, then why is your process all about you, the employer, and not about the candidate? Comparably, companies who produce first-rate products focus on the customer. In the same way, organizations that tailor their hiring system to focus on their target job seekers, attract the lion's share of competent candidates. It really isn't that hard to switch to a candidate focused hiring process, but it does take a willingness on the part of your HR department and management team to modify their approach.

Where to start?

The easiest place to start is by picking off the low-hanging fruit. Most companies don't have useful metrics or tracking around their application process. They probably don't even know that this low-hanging fruit exists. But trust me, it is there. **On average, over 90% of job seekers who read a job ad leave without applying, and over 40% of job seekers who start an employment application don't end up completing it.** These are two huge stats that are packed with low-hanging fruit.

The saying goes that you can't improve what you don't measure. The first step is for you to start tracking some metrics around your application process. I suggest that every organization interested in improving their applicant flow should be monitoring the following core metrics. Worst case, you should track these for your career site as a whole, but best case would be if you could track them down to the individual job level. These metrics can be tracked by installing Google Analytics on your careers page, or by using an Applicant Tracking System that understands application conversion.

KEY METRICS

Job Ad Views: How many people are looking at your job ads on your careers site or job board?

Application Start Rate: Of the people looking at your job ads, what percentage started an application with your company?

Application Completion Rate: Of the people who started an application, what percentage completed the application?

Application Exit Pages: You get extra credit if you have a multiple page, online employment application and can track which pages lead job seekers to leave the process.

This booklet focuses on adjusting your job ads to improve the top two metrics: Job Ad Views and Application Start Rates. However, you might as well start tracking the last two metrics now so that you'll be prepared for our next booklet on improving application completion.

OUR RESULTS

Most people I talk to don't believe that changing their job ads can really have a substantial impact on their applicant flow. They come to me hoping that I will tell them about some new top secret job board that they've never heard of that they can tap into. They simply don't understand how integral the ad is in engaging qualified job seekers.

After years of re-writing clients' ads and comparing the results, I can tell you with 100% assurance that adjusting a poor job ad has more impact on applicant flow than any other thing I can suggest. We regularly see increases in applicant flow of 50% to 150% by re-writing their ad based on the outline in this booklet. Not only does an ad re-write require very little hard cost, you can quickly test it to prove that it will work without a lot of risks. Simply re-write one ad, post it on your favorite job board, and see what happens. Worst case scenario, you can revert to your old job ad. You really have nothing to lose!



There are a few things that we need to get out of the way upfront before we can get around to writing better job ads. So, let's get started...

THE ROLE OF HR IN WRITING A JOB AD

HR managers are generally not known for their amazing creative writing skills. What's more, because you aren't a good fit for the job in question (unless it is an HR job), there is a good chance that you may not completely understand the requirements of the job. It is also possible that you will struggle to write in the same "voice" or "vocabulary" as your target job seekers, especially if you come from a different educational or economic background than the job seekers. Based on all of this, the proper role of HR in writing job ads is that of **"editor."** You will be taking the language & content provided by your current employees by asking them questions and using that to build your job ad. This is called building a Job Seeker Persona, which we will guide you through on page 9.

JOB TITLES

It's all fine and good if you have formal job titles *at work* (i.e. Accountant II) or if you have funny or creative job titles *for your team* (i.e. Sandwich Artist, Experience Creator, VP of People, etc.) but you've got to be very cautious about using these types of titles on job boards. If a job title isn't understood by your target job seekers, they may scroll right past your ad and never click to read it. The question to ask yourself is: Would potential job seekers not familiar with our company or industry understand what this job title means?

JOB DESCRIPTIONS ARE NOT ADS

Copying and pasting a formal job description onto a job board or careers page is one of the biggest mistakes that an organization can make. The goal of a job ad is to

get qualified job seekers excited about the opportunity of working for your company, and convince them to apply for the job. Let's be honest, there is nothing exciting or engaging about a legal job description. Sure, you might feel that this makes your hiring process more "compliant," but it does so at the expense of applicant flow. If you truly feel that you must include your job description in your ad, then convert your description into a pdf, and upload it to a file sharing site like Dropbox or Google Drive. Then, include a link to it in your ad. This will allow interested job seekers to click to read the full description without jeopardizing your applicant flow by using a boring ad.

BE POSITIVE ABOUT THE OPPORTUNITY

Sure, you need to include the requirements of the job in your ad, but you shouldn't write your ad with the goal of scaring away unqualified job seekers. Focus instead on writing a positive ad that will attract and captivate qualified people. Leave the task of screening out unqualified people to your job questions and resume review process. This could mean that you have to spend a bit more time looking over resumes, but that is much better than missing out on exceptional people because your ad was too negative.

JOB AD TONE

One final thing before we get to the real meat of the job ad. You need to decide what type of "tone" you want to display in your job ad. Generally, you want to match this to your corporate culture. If your culture is formal and buttoned-up, then your job ad should be as well. If you have a laid back, casual culture (like most tech companies do) then your ad should be very informal. If you don't take yourself seriously and tend to like joking around and having a good time, then write a job ad that is funny and entertaining. If your company has a unique history, and it is pivotal to your mission, then maybe your ad should read like a short story. Since you want to attract candidates that fit into your culture, the tone of the ad can act as a catalyst or deterrent to job seekers. The best advice here is to be authentic, and don't try to be something that you aren't.

75% of candidates say that "the appearance of a job posting" affects their choice to apply.



Steps to Writing a Killer Job Ad

Now let's get to the real reason you are reading this booklet... to write better job ads.

Remember what we stated earlier. "The definition of insanity is doing the same thing over and over again and expecting different results." (Quote commonly attributed to Albert Einstein.) This cannot be truer than when it comes to your hiring process. If you are looking to make an impact on your applicant flow, then you've got to take steps to change how you are communicating to potential job seekers. Re-writing a job ad to be more engaging has been proven time and again to be the most effective approach to increasing both the quantity and quality of applicants. Even better, it won't cost you a penny!

What follows is our proven process for writing a killer job ad. I dare you to change just one ad to test out this process. It will be painless and just might change your hiring results forever!

DEFINE YOUR GOALS

The first step in writing a killer job ad is to clearly identify what your goals are, and then use these goals to drive your entire ad writing process. There are 3 goals that you should have when writing a job ad:

1 You want people to **FIND YOUR AD** on the job boards. Since job boards are just search engines, this means that you need to use "keywords" in your job ad and title that are most likely to be searched for by your target job seeker. (i.e. part-time job seekers search for the word "part-time" not "pt")

2 You want the people who find your ad to **ACTUALLY READ IT**. Legally reviewed job descriptions, full of legalese language and loaded with bullet point requirements and duties



are unstimulating and honestly off-putting to the reader. Your ad should engage and possibly even entertain the job seeker compelling them to read the whole thing.

3 You want those who read your ad to **WANT TO APPLY**. That's right. The job ad is about convincing the job seeker how gratifying it would be to work for your company and how

significant the opportunity will be for their career. What's more, you've got to ensure that you have answered most, if not all, of the questions that the job seeker will have before asking them to invest their precious time and energy applying. (i.e. don't post a part time job without including the work schedule. If you won't display the pay rate, at least suggest a pay range, etc.)

Contrary to popular belief, the problem is **not** a candidate shortage. In fact, 9.4% of Americans are either unemployed or underemployed.* That is roughly 30 million possible hires.

The key to enticing talented candidates to **want** to join your organization is to **know who they are and what they are looking for**. Let's throw out that grandiose description that was probably cut-and-pasted into your current job ad. That person doesn't exist. Instead, this Job Seeker Persona worksheet is a quick study of your best employees who currently hold, or previously held, the job title you are focused on. Thus, enabling you to recognize the real-life type of person you are looking for.

Sit down with your top 3 employees to fill this out together. When compiled, you will have a better understanding of who your target audience is. **You can then rewrite a killer job ad tailored specifically to your future candidates!**

*February 16, 2017 Gallup survey

Name: _____
Job Title: _____

1. What was the highest level of education they achieved before they started working in this position?

2. How many years of relevant experience did they have at that time?

3. What previous jobs did they do, and how did it prepare them?

4. What traits or behaviors do they exhibit that make them good at this job?

5. Why do they work in general? primary breadwinner | second income | part-time job for school | other (explain)

6. Circle all that were important factors to them when they were looking for a job? Then explain how your company fulfills each?
benefits | pay | schedule | flexibility | company culture | location | proximity to home | industry | advancement potential | how it looks on a resume

7. What keywords did they search for when looking for a job online?

8. Where did they look for jobs? What hiring source brought them to your company?

UNDERSTAND YOUR TARGET AUDIENCE

Are you ready to write an extremely engaging job ad that will drive job seekers to want to apply? Before you jump in and start typing up an ad, you should first learn a bit about your target job seekers. We call this a **job seeker persona**. It basically documents out the type of people you are targeting, their goals, motivations, etc. A persona can be made by doing a quick study of the best employees who currently hold, or previously held, the job title you are focused on. (If you don't have great employees in this role, you can study people in this role at other organizations by looking at their LinkedIn profiles or resumes.)



Create a Job Seeker Persona

ASK YOUR BEST EMPLOYEES:

1. Why do they work? (breadwinner, part-time job for school, second income, etc)
2. Why do they like working for your company? (culture, benefits, location, size, industry, etc)
3. Why do they do the job they are doing at your company? (love the job, means to an end, putting in their dues to move up, close to home)
4. What are the most important factors to them when looking for a job? (pay, schedule, flexibility, close to home, advancement potential, how it looks on a resume, benefits, etc)
5. What was their highest level of education when they started working for you in this job?
6. How many years of relevant experience did they have when they started for you in this job?
7. What job title(s) (and industry) did they previously work in that

prepared them for this job?

8. What skills did they have when they started for you in this job?

9. What type of words do they search for when looking for a job online?

10. What hiring source brought them to your company?

COLLECT CONTENT FOR YOUR AD

As I said previously, the role of HR in this new ad writing approach is that of editor, not writer. The majority of your content should come directly from your best employees currently in the position you are looking to fill. This is important for a few key reasons. First, employees use the same vocabulary as your target job seekers, because they are members of your target

audience. Secondly, employees can provide an authentic and realistic description of what the job is really all about. Finally, your employees understand your culture better than you do. They will describe your company in a way that will make sense to job seekers. This task is simply an extension of the job seeker persona project. After building your personas, make sure to collect a few paragraphs of information about the job duties & requirements by emailing your employees the following three questions: How would you describe what our company does and our culture to a friend or family members? Can you tell me about a normal "day in the life" in your job? What are the requirements for someone to be successful in this role?

REALITY CHECK YOUR REQUIREMENTS

I'm sure that your managers are completing a requisition form of some type when they need to fill a position, and HR probably doesn't feel it is their job to question the requirements that the manager has laid out. However, this step is vital to ensure that you are being realistic with your requirements. Instead of having a long argument filled with opinions and assumptions, why not simply validate your requirements list against real people. You do this by identifying 3 top performers currently in the role. (If you don't have top performers because it is a new role, then find the LinkedIn profiles of people currently doing the role at one of your competitors.) Next, document out what the education level, experience, and skills of each person was at the point that they first moved into this role. Finally, compare each person against your job requirements and ask yourself the following two questions:

- 1

When comparing this individual against our job requirements, would *they* have made it past our screening and selection process?
- 2

Would this person have even applied to the job if the ad had included all of these requirements in it?

Keep in mind that some job seekers, especially females, are not likely to apply to jobs unless they feel that they completely check off every requirement in the ad. This becomes even more true if you are not an "employer of choice" in your area/industry or if your application process is long and difficult.



"They required 4 years of accounting experience and a degree in finance! I didn't apply because I didn't think I would get the job, even though I have worked in similar positions and have done exceptionally well!"

Manager		Real World Examples	
Requirements Preferences		(name)	(name)
		(name)	(name)
Education Level			
Academic Majors			
Experience (job positions)			
Skills			
Languages			
Compensation			
What we want accomplished:		Did they do it?	
First 12 Months			
First 6 Months			
First 3 Months			

Job Ad Outline

Now we can get down to business, and start assembling your ad. Your ad should include most, if not all, of the following sections. You can play around with the order of the middle sections to get the flow the way you'd like it, but leave the first section (introduction) and the last section (how to apply) in place where they are.

The introduction

The introduction is a short paragraph (2 to 3 sentences) that is at the very top of the ad. It gives the job seeker a quick introduction into what you are hiring for, but more importantly it is generally the only thing that shows up in the search results on a job board such as indeed.com. This should be short and sweet and contain just enough information for the job seeker to quickly know the most important points to your job offering.

Company description

Don't use your "About Us" page on your website for this one! This needs to be written from the perspective of what a job seeker would want to know about your company, not what a prospective client wants to know. Don't use industry specific terminology here since some of your job seekers might not understand it. The easiest way to get content for this section is to ask a couple of employees the following question: "How would you describe our company to a friend or family member? (Specifically: what we do, how we do it, why we do it, what our culture is, etc.)"

A day in the life as a [insert job title]

This section replaces what would normally be the "duties" portion of a job description. Get rid of the long list of boring bullet points from your job description, and replace it with a narrative provided by one of your employees of what their average day looks like. This section can include more than just duties. Employees might talk about meetings, how their manager interacts with them, work environment, extracurricular office activities, etc. To gather information needed for this area simply ask a couple of employees (who currently perform this job) the following: "Describe for me in one to two paragraphs the average day in your job from start to finish."

What you need to be qualified for this job, or what are we looking for?

Here is the one part where you can include some bullet points. However, use them very sparingly and only for hard-and-fast job requirements (not just preferred ones). You still might experiment with leaving the bullet points out and writing this in paragraph format as if you were explaining it to someone in person.

Work schedule (Generally just for part time or flexible jobs)

You don't want to leave questions unanswered in the minds of job seekers who read your ads. This is especially true if the questions are fundamental to the job seeker deciding if they are even a fit for the job. One of the biggest mistakes we find is when employers post part time jobs but don't clearly list what the required work schedule will be. This section doesn't need to be long, but it does need to be included if your work schedule will be different than a normal 9 to 5, 40-hour per week job.

Are you ready to join our team? or How to apply

Sure, your Applicant Tracking System might have a clearly visible "Apply Now" button. However, when your job ad is also on a job board, the application process/flow might be different. This section of your ad is not to simply say, "Click the apply button and submit your application." As much as possible, you should explain to the job seeker what the application and hiring process will look like. If your initial application is short and easy then telling the job seeker this will drive them to apply. (Many employers have long and difficult initial applications. If this describes you, then maybe you should re-think your application process.) If your hiring process includes assessments, multiple reviews, video interviews, etc, then telling the job seeker what to expect will reduce some of their anxiety. Simply put, the more transparent you are with the job seeker, the more likely they are to be patient through the application process.

Legal job description (optional)

If you feel that you simply must include your full job description out of some concern for compliance or legality, simply convert your job description into a pdf file, upload it to your favorite file sharing host (Dropbox, Google Drive, etc) and include a link to the job description in the ad. Say something like, "If you'd like to read the full job description, click here to download it."

Final Review

Before posting your newly written job ad, it is important to review it one last time to double-check that you don't miss anything. Beyond checking spelling and grammar, make sure that you also ask the following questions about the ad.

- 1 Is there anything in this ad that might confuse the job seeker?
- 2 If I read this ad as a job seeker, would it make me excited to apply for the job?
- 3 Is there anything in this ad that might not be understood by a job seeker who is unfamiliar with our company or industry?
- 4 What questions might the average job seeker have after reading this ad that could stop them from applying right away?



We'd love to let you take our system for a test drive.

Posting your Job

Now that you've got your killer job ad ready to go, it is time to get your hard work in front of as many qualified job seekers as possible. Certainly, job aggregators like Indeed, Glassdoor, ZipRecruiter, & Beyond are a great place to start. You might even post it to your local Facebook help wanted group. Don't forget to post it on your corporate website, and send it out to your employees with a link they can use to share it on their own social media accounts.

If posting to all of these places sounds like a ton of work, we are here to help! ApplicantPro has the ability to take your new job ad and post it to over 500 job boards. What's more, we'll even provide you with a mobile-friendly career site and online application that will maximize the number of candidates you receive by making it super easy for job seekers to apply.



Example Job Ads

We are hoping that you now have a good grasp on how to write a great job ad. Understandably though, it could help to see some examples for our approach to really sink in. The following eight pages are examples of both good and bad job ads, so that you can see exactly what we are after. If all else fails, and you aren't sure what you should write, reach out to our team. We'd be glad to write a free job ad for you.

Part time but doesn't talk about required shifts or days of week, etc.

PART-TIME TELLER	
Job Title:	PART-TIME TELLER
Job Type:	Part-Time 20 Hours
Location:	HERRIMAN, UT

Job Description:

The Teller is responsible for accurately providing paying and receiving service to members on their share and loan accounts, handling and securing large volumes of cash and other negotiable items.

Qualifications to include a High School Diploma or GED equivalent, basic math skills, strong customer service skills, computer experience, and at least one year of cash handling experience. Prior teller experience is preferred, but not required.

██████████ offers a competitive salary and a comprehensive benefits package. Candidates must have a good credit history for consideration. Salary requirements must be included and resumes must be accompanied by a ██████████ Employment Application for consideration.

██████████ Federal Credit Union is an EOE/M/F/ Disability/Vet Employer.



Busser & Server

██████████ - Kimball Junction, UT

Part-time

-- >

██████████ opened its doors on ██████████. From the very beginning, we set out to brew high-quality craft beers and serve delicious food in a fun and fast paced environment. -- > Throughout our development, ██████████ has remained true to its goals of high-quality craft beers and delicious food. ██████████ in Kimball Junction is hiring & would like to welcome you to our team.

We are currently hiring for the following two positions; servers and bussing. Hours and days with the serving positions will vary biased on need. Also we are currently looking to hire a busser for the following shifts, Tue-Am, Wed-Am & Pm, and Thur-Am & Pm. If any of these interest you, please contact us at ██████████ or shoot me an email. Thanks

Job Type: Part-time

» Apply Now

You should always post a separate job ad for each job. Combining multiple job ads into a single posting is confusing and harms your keyword rankings.



This ad is too short; It resembles an old school Help Wanted ad previously printed in a newspaper.



Servers

██████████ Restaurant ★★★★★ 6 reviews - Sandy, UT

Full-time, Part-time

Now hiring full and part time positions for night time servers. Hours are 2:00 pm to 10:00 pm OR 4:00 pm to 10:00 pm. If you haven't served before we will train you.

Job Type: Full-time

» Apply Now

Please review all application instructions before applying to ██████████ Restaurant.

9 people have already applied to this job on Indeed.

Apply Now

Teller - Floating

Branch/Dept: ██████████ Branch

Location: ██████████

Approved Hours: Full-Time

Description

Job Performance Standards:

This position is the face of ██████████ Bank and provides an excellent experience for our clients. Primary responsibilities include, processing transactions accurately and efficiently in accordance with established policies and procedures.

Tellers assist clients in achieving their financial goals by actively referring Banner bank products/services, and by referring clients to other specialists at ██████████ Bank when appropriate. Tellers are part of the sales team, and through in-person and phone conversations with clients and prospects, assist by uncovering and addressing financial needs.

Tellers perform quality work within deadlines with or without direct supervision. Work effectively as a team contributor on all assignments. Maintains an established level of personal reliability and punctuality. Complies with policies, procedure, security requirements, and government regulations. Must meet minimum referral standards set by Manager.

Basic Qualifications:

- High school diploma or equivalent.
- Effective oral and written communication skills; proper phone and email etiquette.
- Detail oriented with strong organizational skills.
- Basic math and problem solving skills.
- General understanding of PC with Windows based applications and calculator.
- Ability to work branch hours.
- Minimum three months job-related experience, including but not limited to bookkeeping, client service, and sales.

Preferred Skills/Experience

- Proven client service and interpersonal skills
- Mathematical, problem-solving, and negotiation skills
- Good interpersonal and relationship building skills
- Cash handling experience.
- Sales experience with established goals

Special Position Requirements:

- Continuing Education and overnight travel.

Physical Requirements:

- Sit 10-20% of workday.
- Stand 80-90% of workday.
- Frequent use of hands to manipulate/grasp objects, occasional bending and lifting from floor height, frequent for reach.
- Use computer keyboard, calculator, and other office equipment.
- Frequent lifting of 1 - 10 lbs.
- Occasionally lift 25 pounds.

Float Teller Position:

- This position will provide back-up teller coverage and assistance at any ██████████ Bank retail branch location within a specific geographic region. Work location can vary daily.
- Daily travel between branches required.

Apply for this Position

Send to a Friend

This is a prime example of a grandiose job description being used; Big long lists of bullets, most of which are pretty common sense.



We Are

HIRING

SAMPLE JOB AD #1



JOB TITLE:

Part time Flexible Housekeeping / Cleaning

Do you love cleaning up after people who are on vacation having fun? Ok, let's be honest, nobody is going to answer yes to that question, and if you do then maybe it is time to have your head examined. But if you want to make money, you gotta have a job. Why not have a part time job that is flexible enough to work around your school or kids' schedule?

We are looking to hire a part time housekeeper for our hotel in St George, and no experience is required. So if you are tired of spending your day selling fast food to an endless stream of customers, or if you are sick of working every evening and weekend at the gas station, or heck, if you just need to pick up some extra shifts to make ends meet, then this flexible part time job just might be for you.

A day in the life of a Housekeeper

The first step in working for us is to define your schedule. Our housekeeping team cleans our hotel rooms each day between 9 am and 3 pm. You'll just need to give us a schedule of when you are available to work and we will plug you in the rotation.

When you come in to work, you will be assigned a set of rooms to clean. Most housekeepers can clean between 2 to 3 rooms per hour. As you are cleaning, your

manager will inspect your rooms, and send you back to fix anything that you missed. That extra set of eyes ensures that our customers don't find those mistakes. Doing a great job doesn't just ensure that our customers leave us high marks, it can also result in a little extra cash in the form of tips left in the room!

At the end of the day, you'll be tired and worn out. If you are one of those "glass half-full" people, you might be happy that you got in a good workout without having to pay for a gym membership.

What is required to be a Housekeeper?

No special skills are required to be a housekeeper. Pretty much anyone can be trained to do this job. That said, there are some requirements that will move you from a good housekeeper to a great housekeeper.

- Hard Working
- Attention to Detail
- Dependable

How to apply?

If you think this job is a fit for what you are looking for, then applying is a snap. Just follow the instructions on this page. We value your time, so we aren't going to ask you to fill out a long, drawn out application. This entire application process should take you less than 3 minutes to complete. Good Luck!

SAMPLE JOB AD #2



JOB TITLE:

Front Desk Customer Service / Sales Rep

Infowest is looking for an outgoing, energetic, and computer savvy customer service/sales rep to work PART TIME at our front desk.

About Infowest

In 1994, we were the only Internet provider in Southern Utah. Now with over 20 years of experience, residents and businesses can count on us to deliver the best Internet experience available. You don't stay in business for over 20 years without a great team. Our employees are passionate, experienced, and dedicated to delivering great service.

What it's like to work at Infowest

Working at Infowest can be summed up with one word: Awesome! Yes, this job does include answering the phone, but Infowest is not a boring, high-pressure call center. Our team is focused on solving problems and providing excellent service to our customers, but that doesn't mean that we can't have fun doing it. The positive attitude of the people you will work with will make it almost impossible for you to have a bad day. Our employees love the environment so much that they rarely leave us, resulting in an insanely low turnover rate. What's more, Infowest provides excellent growth opportunities for our employees as you'll have the opportunity to work and collaborate with some of the smartest tech people in St George. This growth even includes growing your paycheck as we provide opportunities for commission and team growth bonuses.

A day in the life at the Front Desk

First off, we've been in business for a long time, so that means that we've got this whole training process nailed down and organized. We will get you up to speed, so that you'll know exactly how to do your job, in no time. Working at our front desk will give you the opportunity to do lots of different things. It's really a mix of sales, customer service, and billing all rolled into one awesome job. Primarily, you'll be engaging with and talking to customers, whether over the phone, via email, online, or in person. You'll answer their questions, give them pricing for our services, place service orders, help them with billing questions, or direct them to the right person who can help them with what they need.

If you have a question or need some help, you'll be surrounded by helpful, friendly people who are ready to jump in and collaborate with you in finding the best solution for the customer's needs. Our open-door policy ensures that you can get access to the person who has the information or knowledge that you need to get the job done for our customers.

What you need to be qualified for this job

To be qualified for this job, you've got to have a positive and caring attitude. You'll be engaging with our highly valuable customers on a daily basis, so it is vital that you can show them how much we care. While you are talking to them, you'll also be selling them our services, so sales skills are a must. You'll need to know how to use the tools of the trade, that means phone skills, computer skills, and ability to use software. And finally, since it isn't likely that you have used all the systems that your new job will require, you've got to be willing to jump in and learn how to use our systems and provide feedback on things that we can improve.

Are you ready to join our team?

If you feel like you are the right candidate for this job, just click on the apply button. Our quick application should take you less than 5 minutes to fill out, and your information will then be instantly sent to our hiring team.



SAMPLE JOB AD #3

JOB TITLE:

Customer Support Rep – Hiring Concierge

We are looking for a part-time (25-30 hours per week) or full-time Customer Support Representative (Hiring Concierge) to add to our team. (Don't worry, previous hiring/HR experience is not required, we will teach you everything you need to know!) This job is located in our Washington, Utah office. If you enjoy working with people, are good with a computer, and have excellent writing and communication skills, this position is for you.

About ApplicantPro

We are a 10-year old company, with offices in Eagle Mountain & Washington, Utah, that provides hiring software and services to over 4,000 small and mid-sized companies throughout the United States. Quite simply, if it has to do with hiring, we do it. More importantly, our goal is to not just help our clients hire but to help them maximize their hiring results while at the same time making the process as painless as possible for their job seekers.

We post our clients' jobs to job boards, provide them with a branded career portal and online application for their applicants to apply through, provide a robust tracking system to help them organize and manage all of the candidates for their jobs, and even provide screening tools to help them hire the best person (like assessments, video interviews, and background checks).

A day in the life as a Customer Support Rep (Hiring Concierge)

Let's be honest, most job ads are boring. They tend to be written from the perspective of what the employer wants, with a long, bulleted list of requirements that might not even be real. (It's like a bank robber hired a lawyer to write up his list of demands). Nothing about the average job ads screams "this is an awesome job at a great company!".

These ads aren't very effective at engaging job seekers because along with boring them to tears, many times they lack enough information about the job/company for the job seeker to be ready to apply. (Just think about how many part time job ads fail to even describe the required work schedule to the job seeker) Most companies don't

take a second thought about writing engaging ads. They either use their legal job description (written by a lawyer/HR consultant) or simply steal some other employer's boring ad from a job board, make a few changes to it, and post it as their own.

This is where you come in. As a hiring concierge to our small business clients, your job will be to answer the phone when they call in (or respond to an email/chat), and gather enough information about what they are looking for to help them write an engaging and informative ad that will drive job seekers to apply. Because you are super creative, your ad is going to generate a ton of interest. This means you will also need to create job screening questions that will help the client quickly identify the most qualified applicants for the job. With job ad and questions in hand, you will post the ad in our system and push it out to job boards all over the Internet to start generating interest.

As applicants start pouring in, you will be responsible for training and supporting our clients as they review and screen applicants. You will not just help them use our software, but also ensure that they are following best practices to give job seekers the best experience possible.

This might sound like a fairly daunting task, but you will be provided with all of the training and tools needed to make this job a breeze. We believe in constantly learning and evolving our offerings which means you will have the opportunity to take part in ongoing training to continue to improve your skills. What's more, your manager has over 10 years of recruiting experience and will be there to help you out should you ever have a question.



What you need to be qualified for this job

You might be thinking, I don't have any experience with hiring or providing software support, well that's GREAT because we can train you. To get this job you need to have great writing and customer service skills and be a creative problem solver. You also need to be good with a computer and the Internet.

Experience and/or education in communications, marketing, blogging, would be a great start, but they aren't required (our best writer is one of our programmers). The key here is your ability and desire to act as a consultant in helping our customers attract more qualified applicants to their positions.

Work Schedule

This job will require that you work from our office in Washington, Utah, weekdays during normal business hours. While we can be somewhat flexible with our part-time reps, since our clients work between 7 am and 5 pm on business days, please DON'T expect us to let you work at night or on weekends.

Are you ready to join our team?

If you think you have what it takes to do this job, then the next step is to fill out our online application. Don't worry, the application is pretty simple (you won't be asked to provide every nit-picky detail of your entire work history), it simply asks for your resume and to answer some questions to help us get to know you better.

We should warn you though, if you are selected to move forward in the hiring process (good news it means you have a chance of getting hired) we will require that you provide us with some samples of writing, take a quick typing test, and complete an online assessment.

SAMPLE JOB AD #4

JOB TITLE:

Director of Operations – Business Manager

Are you seeking a different type of experience? Not big corporate, not venture funded, not a flashy building at trendy Thanksgiving Point or billboards on I-15, not about who you know or where you went to school, just a place where you can put your head down and run a business based on driving real results? Are you looking for a place where you can work hard but aren't asked to give up your work/life balance? Are you willing to work in Eagle Mountain, Utah? (Yah, that is a requirement.)

At your core, are you an underdog? Do you tend to swim against the current? Is Money Ball one of your favorite movies?

Are you a student of business concepts & theory, constantly seeking to learn something new and to use that knowledge in the laboratory that is a growing company? Do you love theories like lean, six sigma, constraints, abundance, and iterative problem solving, but understand that in their implementation you might have to deviate to find the right approach to the current situation? Do you love organizing chaos... but aren't so detail oriented that it stops you from getting things done? Do you instinctively and constantly ask "Why?" to drill to the root issue of a problem and then find the "how might we..." solutions to test out? Are you able to look for the right solution to any problem without having your judgment clouded by the status quo or what all of the other competitors around you are doing? Do you look for solutions to business problems outside of your current industry, or even outside of the business world in psychology, nature, etc? Do you drive your significant other crazy by analyzing ineffective business processes everywhere you go from the DMV to a restaurant to your local grocery store?

Then this just might be the job for you.

Who is ApplicantPro?

Although we have web-based technology (and a team of programmers) at our core, we are a sales and service organization. We sell hiring software and services to small and mid-sized companies specifically in industries with high turnover and workforces made up of entry to mid-level employees. (Think credit unions, restaurants,

auto dealers, senior care, hotels, grocery, non-profits, recreation, manufacturing, etc.) We provide a self-service platform mixed with free best practices consulting by our teams of hiring consultants. We currently service over 3,600 of these companies and acquire an additional 60 to 80 of them every month. We are good at what we do, and our customers love us, boasting a 95% annual renewal rate.

We are a completely bootstrapped, profitable 10-year old company that has been growing at over 50% annually. With almost 10 million in annual revenue, we have been on the Inc 5,000 list 3 years in a row. (Soon to be 4.) We have a diverse employee base made up of over 50 people that you generally wouldn't find at a high-performing tech company. Our workforce (and management team) is over 70% female, with very few MBA's or business degree holders. (No, being a female is not a requirement for this job. Ha ha.)

We are at a point in our business evolution/revolution where it is time for us to make some changes. Everything that brought us to where we are today may not take us to where we hope to go tomorrow. Your mission, should you choose to accept it, is to take our chaotic, fast growing company and evolve it into a streamlined and organized growth organization with repetitive and optimized processes and policies. Understand, this won't be easy. You will be an outsider leading a team of people who have years of history and experience together. Before you will be able to start executing changes to the organization, you will first need to dig in and become an expert on our domain and current processes, setup, and methodologies to build personal credibility with the team. (Seek first to understand, then to be understood.)

What we are looking for

We are looking for a master business process improvement engineer to be the battlefield commander of our team of underdogs. Someone who is willing to roll up their sleeves and get in the trenches with the real people doing the real work of driving the company, and help them find ways to do their jobs better, more efficiently, and to build systems and processes to ensure consistency, communication, and accountability among the various functional areas of the company.

This job is all about executing the vision of the company's CEO. You will be tasked with driving each major area of the business, specifically marketing, sales, upgrades, support, and accounting to its ultimate potential. Your job will also include pulling the team together and

leading them to reach or exceed their individual and overall growth, revenue, and profit goals while ensuring good communication among the team members so that they don't kill each other along the way.

Your daily activities will include the following (along with anything else that is required to drive the company)

Driving, managing, moderating, and facilitating daily, weekly, and monthly meetings either at the team, management, or company level (Yes, meetings are necessary but should be short, specific, and action based) Mentoring, training, and working with managers of the various teams to help them drive results from their teams to reach their individual and team goals.

Problem-solving... Lots and lots of problem-solving. The goal here is to ensure that we don't just fix the problem at hand but that we evolve our processes or implement new processes/policies so that we don't continue to experience the same problems in the future.

Resolving disputes... Yeah, this is the real fun stuff. You will be moderating conflict and challenges that arise across teams as their individual work impacts other people in the company. The goal here once again will be to not just resolve the problem but to implement changes to policies and procedures to ensure that the conflict doesn't happen again in the future.

Driving strategic initiatives that drive the growth and profitability of the company. This is the fun stuff of business; driving lead generation, client acquisition, up-sale revenue, and profitability through increased efficiency and capacity of our people and processes.

Digging in to look for solutions to the problems that we face. This will mean sitting down and going through the process yourself (answering phones, talking to clients, doing support, using our software, posting jobs, doing recruiting, etc.) to get a personal feel for what is happening on the ground, and then going out and identifying potential solutions that might fix the problem.

Identifying, creating, collecting, analyzing, and driving specific metrics that will show that we are making progress on our initiatives.

Behavioral characteristics required to do this job (Yeah, it isn't just what you do but the way that you do it that makes people want to work with you)

Motivated & Passionate: You are self-driven to win and be the best at whatever you do, but you don't need other people to lose in order for you to win. You take personal responsibility to manage yourself and your time wisely and don't need someone telling you what is expected since each day you wake up and seek to make yourself better than the day before.

Service Minded: Your goal in life, and what you do, is to find ways to help people with the problems they are facing. This includes anything from helping an employee do their job better, to helping a client with their disorganized and ineffective process, to even helping someone who isn't a customer find an easier way to accomplish what they need done.

Curious Lifetime Learner: you are generally curious about the world around you and how "things" work. You like to disassemble a machine, a process, a game, or a person to find out what makes it tick so that you can better know how to make it work to its optimal potential.

Innovator & Strategic Problem Solver: You proactively look for ways to make things better, and look past the current battle to also foresee what it will take to win the long-term war being fought.

Communicator, Mentor, & Motivator: You believe that the most important part of engaging with another human is to first listen and then talk. You are a natural communicator and can engage people both above and much below your own level of knowledge, experience, and success.

Fun to Work With: Beyond everything else, you aren't boring. Even if your work is mundane, you can find a way to make things fun for you and those around you.

How to apply?

Please understand, this won't be a short process. I am looking for the right person for this vital position at our company. I am dedicated to spending whatever time it takes to find, evaluate, and select a great fit for our company.

If you feel like you are a good fit for this job and would like to toss your hat in the ring, you can apply through the system in front of you. It'll only take 5 minutes and simply asks for your resume (or a link to your LinkedIn profile in the text resume field) and to answer a handful of questions.

At your level, you might feel that you are above this process, but I'd respectfully disagree. #1 It really won't take more than a few minutes of your time, and given that you have read this entire job ad, you are most likely intrigued by this opportunity. #2 You are applying to run a company that sells the very software that you will be using to apply with. So, aren't you the least bit curious to see how it works? If you really can't bear to apply through this process, then you can reach out to me directly, just keep in mind the following. While I might applaud your directness in skipping the process I also might frown upon your arrogance in being unwilling to follow our simple process.

If you have any comments or questions about this job, and what we are looking for, feel free to reach out and ask.

Sincerely,

Ryan Kohler, CEO
ApplicantPro
ryan@applicantpro.com
801-473-5408

(Yes, I really put my signature and contact information at the bottom of this job ad, and no, my phone/inbox were not flooded with applicants trying to skip our online application process!)

