

# Writing a Killer Job Ad



1 People need to be able to **FIND** your ad on job boards.

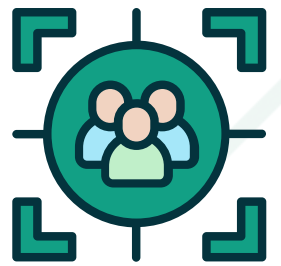
2 Those who find your ad need to actually **READ** it.

3 You want those who read your ad to want to **APPLY**.

## STEP 1

Identify Your Job Seeker Persona  
Work with your **top three employees** to:

- Determine your **target audience**
- Tailor your job ads to your **target audience**



## STEP 2

Collect Content for Your Ad

The content should come from your **best employees** in the position you are looking to fill. They can provide **realistic descriptions** and **key job duties**.

## STEP 3

Create an Outline

Every **good job ad** should include:

- Introduction
- Company Description
- A Day in the Life as "Job Title"
- Qualifications
- Information about scheduling
- Pay Information (some states have pay transparency laws)
- How to Apply



## STEP 4

Review Your Ad Before Posting

Is there anything in the ad that is **confusing** or **bring questions**?

YES NO

Would I be **excited to apply** for this job?

YES NO



Create a **KILLER** Job Ad and Get **BETTER** Applicants...Simple As That!

