



# The HireBoom! Better Job Ad Template

## GPS Headline

Every job ad should begin with a strong headline that asks question and/or features a **GPS** or **Greater Purpose Statement**. This is where 90% of job ads go wrong. Most sources will tell you to lead with a description of your company – DON’T DO IT! This is not the place for “We this” and “We that” and “We’ve been in business for a thousands years.” This is where you grab the candidates attention and give him or her a reason to read on. It’s where you stand out from your competitors by highlighting the intangible, deeper reasons to become part of your team.

## Job Summary

*(Don’t write “Job Summary.” Use this heading to build your GPS Headline)*

This is where you give the general description of the role framed by the promise of the headline. Explain the “GPS” with a few specifics. Mention your company name. Tell the reader where the job is located, what the schedule looks like, and (if you include it) what the pay rate is.

## You’ll Be Responsible For:

- This is where you include a list of bulleted points that detail the responsibilities of the job. Try to cover all of the main things this person will do on a daily basis.
- **Be Active** - Begin each point with an “-ing” verb and make sure it completes the sentence from the heading. “You’ll be responsible for ???ing the whatever...” Avoid using passive voice. It never solved a problem or inspired anyone to do anything.
- **Be Specific** - Stick to real details of the position and resist the temptation to list a bunch of vague general things that just cover your backside for when you have this person performing every job under the sun. Good candidates will recognize that and bail on you.
- **Be Clear** - Don’t use any words you don’t need. Make this section as clear and concise as possible. This shows the candidate that you aren’t afraid to be candid and accountable for the details you’re sharing.

## You’ll Need To Have:

- This is where you list the qualifications that a person must have in order to be considered for the job. This is where you can use jargon and acronyms if necessary.
- **Stick to the Big Stuff** - This is the place for listing major degree, certification, and experience requirements. Think of it as bare minimums. You’ll narrow things down later with screening questions, interviews, etc.
- **Get Real** - This is also where you can be real with your candidates. If this position is going to require certain personality traits or if the environments comes with certain challenges, now is the time to say so. For instance, I have used this section to mention the importance of punctuality, consistent attendance, positive attitude, and the ability to work in environments with specific challenges.



## We're Proud To Offer You:

- **Benefits** - This is where you list your benefits. Be sure to include things like insurance, retirement plans, paid time off, etc. Remember that this is where you highlight your end of the partnership, so think in terms of value to the candidate. What does your preferred applicant want from an employer?
- **Perks** - Perks are different from benefits in that they are extra, on-top kinds of things. Think of this list coming after the phrase, "But wait, there's more!" Perks probably aren't going to make or break an application, but they may very well push it over the finish line.

## About [Insert Company Name Here]

This is where the spiel about your company goes. This is where you talk about your values and your guiding principles. This is where you mention how long you've been in business, how big you are, and all that other stuff that pleases the owners and executives. But even here, I urge you to stick to only what is relevant to the applicant. Before you include something, ask yourself why it matters to the applicant. Does it reveal critical information necessary for decision making? Does it overcome a possible objection? Does it offer extra value that may help seal the deal?

Recap your GPS Headline. Restate the question or the value proposition you started with, so that it's the last thing your candidate remembers.

I know that legalities, best practices and standard operating procedures require you to include a certain amount of boiler plate content. By all means, satisfy the requirements. I'm just encouraging you to be as lean as you can, so that your ads are consumable. It doesn't do any good to run an ad no one will read.



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