Before You Post the Job

One page. Fill it in before you write the ad.

By Max Koz

1 The job in one sentence Why does this job exist?

2 What they must deliver 3 to 5 results you can check

1.

2.

3.

4. **Customers are happy with their work.**

5. **The team is glad they're here.**

3 Who you're looking for Start with the briefcase

Briefcase

What they've actually done.

"Show me."

Head

How they think. The calls this job makes every day.

"Walk me through it."

Heart

What drives them. Why they'd stay.

"Why this work?"

1. Write this first. The ad comes from it, not the other way around.

2. Every result gets a number or a yes or no.

3. "Has sales experience" is too soft. What did they sell, how much, and can they prove it?

4. Results 4 and 5 go on every job. A great worker who runs people off isn't a great hire.

Print it. Use it on your next hire.