

## How to Recruit through Newsgroups

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Newsgroup job postings allow you to micro-target your competition's employees where they get their news. To do so, your postings must captivate them by creating excitement and interest about your job opportunity. Barbara Ling, author of *The Internet Recruiting Edge*, says "The difference the Internet makes is the reduction of time necessary to initiate that crucial first contact."

Let's tear a page from a direct mail advertising expert. To even get "opened," your presentation and content must speak to a star's interests by providing information that answers the question: "What is in it for me?" To be effective, your content must be short and concise, while providing just enough detail to move them to contact you.

These steps will help you write and successfully advertise any job.

**YOUR HEADLINE OR TITLE PROMISES SOMETHING TO YOUR PROSPECT:** You must grab their attention at the outset by way of your headline. Consider the following headlines: " Visual C++ ARCHITECT -- Contract!" or "Guru wanted for CRM with 300% growth." Obviously, the "guru" headline is correct. The first headline is just like dozens already on the newsgroup today

**A GOOD LEAD FOLLOWS A GOOD HEADLINE:** A good headline will pull in inquiries. Now write a good lead based on that. The key here is to elaborate on your headline with facts. Again, taking our example, don't waste a paragraph detailing the specs. Get at their contribution ASAP. According to Jim Moens, owner of SearchWorks in Moline, Illinois you should "give your posting a human touch rather than just putting out a laundry list of skills. Use a conversational tone, delve into what the company's culture is like etc."

**BE CONVINCING BY PROVIDING AMPLE INFORMATION ABOUT YOUR JOB.** Ask yourself: What can I say or write here to convince a star to pick up the phone and call? Remember that grabbing their attention from your headline and lead is winning half the battle. The next step is for you to convince them to apply for your job once you have their complete attention.

**LEARN TO STORYBOARD:** If you want stars, learn how to write your ad as a docu-drama, where you have an introduction, a conflict, a climax and finally a solution. Organize your points according to importance. Start with the most important and remember popcorn and pool tables are features, not benefits.

**STARS DON'T READ BORING ADS:** If you have to, get your marketing department involved. Insist on having a unified message developed in conjunction with our clients. We actually link back to clients Web sites and relevant articles. If your story is interesting, your readers will finish reading it and apply. One effective way for you to connect is for your ad to speak directly to them -- appeal to their emotions, their needs and their desires. If possible, add testimonials. Never make the mistake of talking more about your company and your success than what is in it for them.

**BE BELIEVABLE:** Tell the truth. You have to be able to develop trust based on the kinds of jobs you advertise. If you have to choose between being clever or ingenious and being honest and truthful, go with the latter. Stars will be able to discern for themselves that you are being honest. Deliver what you promise because stars talk to stars and that's how you develop your network.

**TELL THEM HOW TO APPLY!** It's important to put an e-mail address, a phone number or even a hotline for them as the final step. Make sure you cover the basics. Ottawa immigration lawyer

Silvia Valdman suggests that when recruiting from outside North America, "You should stress job security and highlight any strong ethnic communities that would be of interest to new immigrants."

TEST TEST TEST! Write your ad different ways and test it until you see which one pulls. Darrell Marklinger, president of Raintech Consulting in Vancouver, adds: "The more the applicant knows, the easier it is for them to make a decision to respond and the easier it is for the recruiter to complete the screening process."

Finally, tools like Deja.com and <http://www.workinsight.com/> automate the most tedious part of your candidate search process. They target the online search process to those areas that are rich in potential candidates. Because your offers are posted individually, they are highlighted in a way that avoids the "message clutter" of other techniques. Workinsight will allow you to post your ad and forget it as the technology reposts your job to the newsgroups you choose every few days.

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