

Seven Secret Steps Take Newsgroup Recruiting from Theory to Reality.

Today's super star techies know their value. Your postings must captivate them by creating excitement and interest about your job opportunity. Content, and format play an important role.

Take a few lessons from Direct Mail Advertising experts. To even get "opened" your presentation and content must speak to a "Stars" interests by providing information that answers the question, "Why should I consider your organization?" To be effective, this content must to be short and concise, while providing enough details to move them to contact you.

These 7 secret steps will help you write and successfully advertise any job:

1. YOUR HEADLINE OR TITLE PROMISES SOMETHING TO YOUR PROSPECT. You must grab their attention at the outset -- that is, by way of your headline. Which of these two headlines compels you to read it first; " Visual C++ ARCHITECT - Contract!" OR "Guru wanted for CRM with 300% growth" I'd be more inclined to click and see what it's all about. "Guru .. " is correct. The first headline is just like dozens already on the newsgroup today. The second actually comes from inside the text of the message of the first. It should be the Headline.

2. A GOOD LEAD FOLLOWS A GOOD HEADLINE. A good headline will "pull" inquiries. Now write a good lead based on that. The key here is to support your headline with facts in your lead as well as elaborate your headline. Go straight to the point. Zero in on your job and what it can do for them. Again, taking our example from the Visual C++ ARCHITECT, don't waste a paragraph detailing the specs: 2-3 years Java, 6-8 years C/C++, 1-2 years of development experience.... tell them what they're going to build not what tools they'll be using!

3. BE CONVINCING BY PROVIDING AMPLE AMOUNT OF INFORMATION ABOUT YOUR PRODUCT. Ask yourself, "What can I say or write here to convince my readers or potential customers to actually apply or come and check out my web site?" List things related to your product and write them in a logical manner. 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.

4. TREAT YOUR AD COPY LIKE A NOVEL OR A STORY. If you want candidates, learn how to write and present your advertisement in a logical manner. Treat it as if you're writing a short story or a novel: you have an introduction, you have a conflict, a climax and finally a solution. Make your readers and potential customers feel like the ad is really for them. Organize your points according to importance: start with the most important and then finish off with the least. And remember PRE-IPO, popcorn and pool tables are features not benefits.

5. IF YOU WANT SALES, NEVER WRITE OR PRESENT A BORING AD. If you have to get your marketing department involved. In fact we insist on having a unified message developed in conjunction with our clients. We actually link back to clients web sites and relevant articles. Again, if your ad is interesting, that's the only reason why your readers or customers are ever going to read on and finish reading your ad and possibly apply. One effective way for you to "connect" with your readers/customers is for your ad to speak directly to them. Tell them a story, appeal to their emotions, their needs, their desires. If possible, add testimonials from people they are familiar with; a famous actor or actress perhaps. Never make the mistake of talking more about your company and your success more than the position you are trying to promote.

6. DON'T EXAGGERATE; BE BELIEVABLE INSTEAD. The only way to achieve this is to tell the truth in your ad. You have to be able to develop the image that your customers can trust you based on the kinds of advertisements you show them. If you have to choose between being clever or ingenious with your ad and being honest and truthful, go with the latter. Your customers will be able to discern for themselves that you are being honest with them. If you were able to convince them into buying one of your products before by giving them false hopes or facts, trust me, you won't be able to convince them to buy that same product again simply because the product didn't deliver what you promised in the ad.

7. GET THEM MOVIN'! You have managed to hook their attention, get them to read the entire ad and convince them to buy and try out your product. But without this important part of your ad, you still won't be able to really have a successful ad. Yes, your customers now want to buy their product. They're excited to try it out. Where and how do they buy? It's important to put an address, a phone number or even a hotline for them to make them buy and take that final step in your ad campaign. Give them ways of how they can order: credit card, a form they can mail and send money order to, using discount and promotional coupons.

Every company that promotes itself effectively must make both a logical and emotional connection with the consumer. The needs of the recruit must be reflected at both an emotional and logical level, and must not present the image of a company that is boring, staid, or traditional, but present an emotionally-based image of dynamism, youth and forward movement. The emotional appeal of a company that offers individual meaning, status and project glory, can upset the conventional offers of conventional players.

Our audience is young, educated and motivated. They represent the elite of the work force. Every technology company in every technology market wants them.

So recruiting today requires:

- the ability to micro-target the competition's employees where they live, not where they work
- the opportunity to treat each potential recruit as an individual, providing a customized response tailored to their need

Keep in mind these tips and you'll be able to produce ads that will get them to call you.

Initially they want to know about the technology and job responsibilities.