

Mastering Job Ad Writing: Ten Quick Tips

Stories - Be creative, add human interest and have fun!

Specific - Back up your claims with facts

Don't state the obvious - 'We are recruiting', 'A vacancy has become available'

Avoid boring cliches that everyone uses - 'Passionate', 'Good team player'

AIDA - Attention, Interest, Desire, Action

Research - Ask the right questions and transform data into insights

WIIFM - Answer 'so what' at the end of every sentence

USP - Why should anyone work for you?
Stand out from the competition, be different

Bottom Up v Top Down - Write from the reader's POV
Remember, you're not doing them a favour
Replace jargon with plain English

You/Your v Us/We/Our - 'You' is the most powerful word
Use direct, active language
Write how you speak