YOUR LOGO

**The Title:**

Creating a compelling title is the most important part of your job ad. When you write your title, include the name of the position and the top 1 to 3 things that will make the job attractive to an applicant.

**The Introduction:**

A single paragraph that gives 3 to 5 details candidates will find most exciting about the job.

**About Us:**

Information about your company that applicants want to know. How many years you’ve been in business, how long employees stay, important clients or projects, equipment that applicants will be excited about, awards, accolades, and work culture facts.

**The Position:**

Rather than the typical laundry list of bullet points, only include requirements that are essential to this job. Try to limit yourself to 1-3 things. Then provide information on work hours, pay, engaging co-workers, education opportunities, benefits or perks, and anything else applicants will find interesting.

* Point 1
* Point 2

**The Location:**

Moving is an obstacle to anyone considering your job that doesn’t live in your region. If you want to attract people from other places, sell applicants on the location. Give them details about schools, activities, crime rates, things to do, etc. If you only want local candidates still sell them on the positive aspects of your location or office.

**Why Should You Apply?**

This section is a quick bullet-pointed recap of the top 5 to 6 reasons someone should apply to your job.

* Point 1
* Point 2

**Interested?**

Include information here on how to apply. Ideally, keep these steps to the bare minimum, so you do not discourage good applicants. Also, make sure to link to your apply page so candidates can apply with the least number of clicks possible.

Example 1

### **Truck Driver - Top pay, great trucks, home most nights.**

Would you like to earn above average pay while driving well-maintained trucks, and be home most nights for dinner? We offer that, 20 days paid time off, and more.

**The Company:**

Bettertruck has been in the trucking business for 25 years and has been recognized by the American Trucking Association as one of the safest and best companies to work for.

* Our trucks use Rand McNally IntelliRoute TND 700 GPS systems.
* Trucks receive regular maintenance.
* We believe in a work-life balance.

**The Position:**

We’re looking for drivers with a Class A CDL along with a current TWIC card. New drivers typically earn $55,000 per year. Senior drivers make up to $80,000. All for a 5-day work week.

**The Benefits:**

* 20 Days PTO.
* Medical/Dental/401k.

**The Location:**

Bettertruck drivers need to be based within 30 miles of Compton, Michigan. The area is a short drive from Lake Michigan’s Warren Dunes and is known for its natural beauty, boating, fishing, and windsurfing. It also has some of the best schools in the state, very affordable housing prices, and a great music scene.

**Why Should You Apply?**

* Great pay.
* Home most nights.
* 5-day work week.

**Interested?**

Please contact us.

Example 2

### **Business Analyst - Excellent learning environment**

Come work as a business analyst at a growing company that offers exceptional benefits with opportunities to advance and learn alongside accomplished business leaders.

**The Company:**

Betterteam has a combined experience of 120 years in the recruiting space and has worked with household-name clients. You probably have some of their products in your pocket, and use them on a daily basis.

We offer great mentoring programs for our analysts with top execs.

We’re on the cutting edge of technology - you’ll be working with the best equipment and software.

**The Position:**

We’re looking for a full-time business analyst with experience in analyzing complex datasets and building financial models. Salary is $67,000 per year. Some remote work is possible.

**The Benefits:**

* Very competitive benefits package.
* Tuition reimbursement.
* Generous bonus program.

**The Location**

Betterteam is based in Austin, TX. Our city ranks #2 in U.S. News and World Report’s 100 best places to live! Best known as the world’s live music capital, it’s got an excellent culinary scene, great weather, and beautiful natural surroundings.

**Why Should You Apply?**

* Top benefits.
* Excellent growth and advancement opportunities.
* Bonus program.
* Remote working opportunities.

Example 3

### **Registered Nurse - Well-staffed hospital, 15k bonus.**

Tired of working long shifts with an overwhelming patient load? Come work at a hospital where you can make a difference, working with a smaller number of patients for reasonable hours.

**The Company:**

Betterhealth provides an exceptionally high level of care for its residents and has been recognized numerous times by the American Hospital Association. We have a very well respected staff and use cutting edge health technology.

* Registered nurses love us - we have one of the highest retention rates in the nation.
* We lead in developing and teaching new life-saving procedures.

**The Position:**

We’re looking for a full time registered nurse in our critical care unit. Must have RN license to practice in Michigan, American Heart Association BLS/CPR and ACLS certification. Salary is $76,000 per year.

**The Benefits:**

* Very competitive benefits package.
* $15,000 commencement bonus.
* Guaranteed 8-hour shifts.

**The Location:**

Betterhealth is based in Ann Arbor, Michigan. We are affectionately known as “Tree Town” because of the number of beautiful trees that grow in our city. We’re also home to the University of Michigan.

* Many top-rated schools.
* Crime rate well below the national average.
* Lots to do - sporting events, concerts, museums.

**Why Should You Apply?**

* Top benefits
* Excellent growth and advancement opportunities
* Bonus program
* Remote working opportunities