



WhereTechsConnect .com

Ad Samples

These ads tell part of the story, but leave room for expansion to appeal to a broader applicant base. Notice how the emphasis is on requirements for the candidate, but very little is offered regarding the potential new workplace, colleagues, or benefits:

Job available: Vet Tech Looking for experienced, full-time vet tech. License not required. Must be proficient in all technical skills. Hours flexible. Pay depends on experience. We want a team player who wants to join our practice for the long term.

Job available: Receptionist Need experienced receptionist for our busy hospital. Must be fast on the phones and at the same time, polite. Friendly, warm personality is preferred. Must have computer and filing skills. Good with animals and familiarity with how a vet hospital operates are assets.

Now compare the ads above with the following ad. Which ad would you be most likely to respond to first? This ad is a great example of “emphasizing the positive or unique” in writing your ad:

Job available: Busy two doctor practice is searching for Certified or Licensed Veterinary Technician that loves what they do! If you have a passion for doing laboratory work, monitoring anesthesia, and much more, this is the job for you! Do what you were trained for in veterinary medicine! We are Located in Pequot Lakes, nestled in the heart of the Brainerd Lakes Area (Minnesota). As one of the fastest growing regions in Minnesota, the Brainerd Lakes Area offers a great variety of employment opportunities. Natural beauty, vibrant economic structure, clean air, outstanding education systems, and recreational opportunities to suit every taste, beautiful Pequot Lakes can offer the life you've always wanted.