



# WhereTechsConnect .com

## Ad Writing Tips

---

In the simplest terms, writing an ad that inspires qualified candidates to contact you requires two essential ingredients:

- ① **Here's what we need**
- ② **Here's what's in it for you**

Easy, right? Not really. Writing a great ad takes thought. What qualities, skills and talents are you looking for? Make sure your ad accurately reflects the position you are trying to fill. Be specific. List job responsibilities and skills needed. If being “a team player” and the ability to “work in a fast-paced environment” are qualities you seek, can you state this in a way that is clearer and more appealing? For example, “We are a busy clinic that values respect of coworkers and the ability to think on one’s feet. Our team pitches in where needed with the goal of providing top-notch care.” This way, “here’s what we need” doubles as “here’s what’s in it for you,” also known as benefits. Who wouldn’t want to work in an environment of mutual respect, team support and challenge?

Your ad should convey your clinic or hospital is an amazing place to work. Communicate benefits such as medical, dental, and vision; competitive salary; and bonus potential, if applicable. And don’t forget less tangible benefits such as training, personal development and opportunities for career advancement. If you offer a relocation allowance, include that, too.

If your current ad isn’t bringing in qualified candidates, consider rewriting your ad and re-advertising the position. You will save yourself tremendous time, energy and heartache by hiring the right employee, the first time.