

Copywriting for Recruiters

5 Fast Fixes
Workbook



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5 Fast Fixes Workbook (v.3)

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About Recruiting Social

We're a recruiting services company.

Our on-demand services give you **flexible, hourly support from skilled recruiters**. Talent teams across North America work with Recruiting Social to source candidates, build pipelines, and manage job reqs.

By partnering with us, you help foster future talent: We **donate 10% of profits** to education support for marginalized youth.

Meet companies growing and thriving with Recruiting Social's help:

Visit **recruitingsocial.com/clients**

Book a call with a recruiter to talk about your on-demand options:

Email **connect@recruitingsocial.com**

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Copywriting for Recruiters – Fast Fix #1

Write it like you'd say it

Why?

Candidates want to talk to people, not organizations.

Instead of

If no current listings match your qualifications, submit a general application for consideration on future openings.

Write this

Don't see a job for you? Apply anyway. We'll automatically consider you for future openings.

Try it

Read an email out loud.

1. Open an email you recently sent to a candidate.
2. Read it out loud. How does it sound? Does what you said feel natural?

Record yourself describing the role.

1. Choose a job opening you're working on.
2. Open a voice memo app or [this online recorder](#) by SpeakPipe. Hit the record button and start describing the role – yup, out loud. Imagine you're telling a friendly colleague about the job. What would you say?
3. When you're done, stop recording. Open a text document. Play your recording and write down what you said, word for word.
4. Compare your transcript to the actual job description. How are they different? Which one is easier to read? Easier to understand? More inviting?



Copywriting for Recruiters – Fast Fix #2

Talk about “you” not “we”

Why?

Hook your candidate with the topic they care about most: themselves!

Instead of	Write this
Our team is top notch.	You'll join a top-notch team.

Try it

Revise sentences to start with “you.”

Original sentence	Revised to start with “you”
<i>We just kicked off the search for a ...</i>	Do you know a ...
<i>We are committed to customer service ...</i>	
<i>The qualified candidate will have ...</i>	
<i>The benefits package we offer ...</i>	
<i>Our company was founded in 2002 ...</i>	
<i>We accept general applications ...</i>	
<i>We are one of the best workplaces ...</i>	
<i>Hot job alert!</i>	



Copywriting for Recruiters – Fast Fix #3

Turn features into benefits

Why?

Feature = what the job offers me

Benefit = how it will improve my life

Features describe, benefits sell.

Instead of	Write this
With our remote work program, you can work from home 3 days a week.	Spend more time with your family and less time in traffic 3 days a week.

Try it

Imagine the candidate saying “so what?” (Tip: talk about time, trouble, and identity.)

Feature		Benefit
<i>Experienced team</i>	So what?	Elevate your game
<i>Build new product features</i>	So what?	Help users accomplish more, faster
<i>Catered lunches</i>	So what?	
<i>Stock options</i>	So what?	
<i>Agile development process</i>	So what?	
<i>On-site gym</i>	So what?	
<i>Corporate social responsibility</i>	So what?	
<i>Responsible for the department</i>	So what?	



Copywriting for Recruiters – Fast Fix #4

Format for breezy reading

Why?

The easier it is to skim, the more likely it'll be read!

Instead of

At this time, we have filled all openings for this position. However, we are continuing to actively hire and update our listings. We encourage you to apply for any positions that interest you.

Write this

The position is now filled.

We're still hiring lots, though. Keep watching our website for new listings.

Apply again!

Try it

The job description below? It's 32 words and a one-sentence paragraph. Its readability score? Post-graduate. Yikes!

Dumb it down:

Can you shorten sentences? Choose simpler words? Break up the paragraph? Cut the word-count in half? Earn a Grade 4 readability score? (Check readability using [Readable.io](https://readable.io).)

Original

32 words – post-grad readability

Qualifications include two years experience in a talent acquisition capacity, familiarity with introductory social media and internet-based candidate sourcing methodologies, experience utilizing enterprise-level applicant tracking systems, and a committed team player mentality.

Dumbed down



Copywriting for Recruiters – Fast Fix #5

Make the next step easy

Why?

Easy = fewer reasons to say no = more likely I do it

Instead of	Write this
We're hiring! <u>Apply now</u>	Explore your opportunities! <u>See open positions</u>

Try it

Identify the candidate action you want. Can you reduce the effort?

Can you increase the appeal?

Desired action	Smaller first step	Increased appeal
<u>Submit an application</u>	<u>Start an application</u>	<u>Yes! Consider me for the job</u>
<i>Provide a full work history</i>	Send us your LinkedIn	
<i>Read the job description</i>		
<i>Follow us @ACMETech</i>		
<u>Learn more about us</u>		
<i>Let me know times that work for you</i>		



Copywriting for Recruiters: The Workshop

Boost your recruiting team's writing skills.

Bring the hands-on, 1/2-day workshop to your company.

Covering:

1. Fast writing fixes
2. Using structure to persuade
3. Writing JDs, emails & social
4. Tackling problems & bad news
5. Shortcuts & tools

Get details:

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