

Stop posting boring job ads - use this template instead.

The Job Posting Hack

A Proven Template that Outperforms 6-to-1

Hiring people shouldn't feel like throwing darts in the dark. Most job ads get ignored because they're boring, vague, or sound like every other ad out there.

But this one?

It's built to grab attention and convert.

This proven template outperforms traditional job postings 6-to-1—and the best part? You don't have to start from scratch. Just follow the simple formula, plug in your details, and create a high-performing job ad that attracts real, qualified people who are actually excited to apply.

It's time to stop guessing
and start hiring smarter.



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The Secret To Great Job Ads

You Won't Be Able to Unsee This

Most job ads are written backward—and that's why they don't work. They start with the company: "We've been in business since 1985, we're industry leaders, we offer competitive pay...(blah, blah, blah)"

Go out to Indeed and look at the top companies in your space...
We bet your vision goes blurry and they all start to sound the same within 30-seconds.

(Insert yawn here)

But here's the truth: candidates don't care. At least, not yet. They care about themselves—their skills, their goals, and whether this job is actually worth their time.

The best talent isn't looking for another bland, corporate job posting; they're looking for a reason to care. Yet, most ads bury the good stuff, read like a legal contract, and fail to connect. That's why this template flips the script—starting with the applicant, not the company—and why it outperforms traditional job ads 6-to-1.

If you're tired of crickets and unqualified applicants, this formula is your cheat code to hiring better, faster.

Let's get started.



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STEP 1

KNOW YOUR AVATAR

Before you write a single word of your job ad, you need to get crystal clear on who you're hiring. Not just their skills, but their life situation, mindset, and—most importantly—what's driving them to look for a new job.

People don't scroll job boards for fun. They're searching for something better, something that solves a problem they have right now. **Your job ad should speak directly to that problem.**

To do this, create a Candidate Avatar—a profile of your ideal hire. Ask yourself:

- Where are they at in life?
- What's frustrating them about their current job?
- What motivates them to make a change?

The same type of person may have very different reasons for looking.



What's making your ideal candidate hit the job boards today?

Start there.

Let's look at two examples of the same candidate—same skills, same experience, but completely different motivations.



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Example: The Experienced Technician

Meet Mike—a skilled technician with 8 years of experience. He's great at what he does, but his motivation for change could be wildly different:

◆ Mike #1 – Feels undervalued and overworked

- He's tired of working endless hours with no recognition.
- His boss treats him like a number, not a person.
- He wants a company that actually appreciates his work.

How your ad should start:

✗ Wrong: "We are a top-rated company looking for experienced technicians..."

✓ Right: "Tired of busting your ass for a company that doesn't appreciate you? We see you. We value you. And we pay like it."

◆ Mike #2 – Wants more stability and growth

- He's been bouncing between jobs with no real career path.
- He's got a family now and needs consistent hours and benefits.
- He wants a future, not just a paycheck.

How your ad should start:

✗ Wrong: "Join our growing team with great benefits..."

✓ Right: "Need a steady, secure job where you can actually grow? We're not just hiring—we're building careers."

The Takeaway

A great job ad doesn't start with YOU—it starts with THEM.

If your first few lines speak directly to the candidate's biggest frustration or deepest motivation, they'll keep reading. If it sounds like every other job ad? They'll scroll right past. Power Move? Write more than one ad for the job! Write one targeted for each Mike.

STEP 2

THE JOB TO BE DONE

Don't Just List the Job—Make Them See Themselves in It

Don't write a grocery list of responsibilities and requirements—dry, boring, and forgettable. A great job ad paints a picture. It doesn't just say what the role is—it makes the candidate feel what it's like to be in it.

How to Describe the Role the Right Way

- ✅ Tell them what a day looks like – Instead of listing generic tasks, describe a day in their shoes. Make it visual, engaging, and real.
- ✅ Show them the impact – Why does this role matter? How does it contribute to the company and customers?
- ✅ Make it exciting – If your role sounds like a chore, the best people won't apply. Add energy, purpose, and a sense of belonging.

Example 1: The Forgettable Way (Don't Do This)

"We are seeking a customer service representative to handle inbound calls, assist with orders, and provide excellent service. Must be detail-oriented, organized, and proficient in CRM software."

😴 Boring. Generic. No personality.

Example 2: The Right Way (Do This)

"You're the kind of person who loves solving problems and making people's day better. As our Customer Success Specialist, you'll be the go-to person for our clients—helping them find answers, get solutions, and feel truly valued. From the moment you log in, your goal is simple: turn a frustrated customer into a lifelong fan. You'll handle calls, emails, and chats, making sure every interaction ends with a smile (and maybe a happy dance on their end)."

🔥 Engaging. Purpose-driven. Candidates can see themselves in the role.

STEP 3

PROCESS & PAY RATES

The third step to making a great hire is **nailing your process and pay transparency**. Candidates don't want to feel like they're entering a black hole when they apply. **They want to know exactly what to expect**—how long the process will take, what's required of them, and when they'll get a response.

A great hiring process is:

- ✓ Clear & Structured – Communicate a strong vision and standards.
- ✓ Fast & Transparent– Lay out the steps upfront. No surprises.
- ✓ Automated But Human– Use technology to make it efficient.
- ✓ Think Uber & DoorDash—fast, clear, and predictable.

Example of how to include this in a job ad:

“We have a rigorous selection process but we move fast for the right candidate. We’ve had a lot of interest so our first steps are automated so we can get to you fast. Here’s the deal:

Apply in 2 minutes– No long applications or clunky portals.
We’ll text you an online questionnaire to help see if we fit (10 minutes)
Get a video of the job & record and answer. No pressure. (12 minutes)
Schedule time for an in-person interview at our office!

We could be face-to-face in as little as 48 hours and you could be hired within 7-days from today. Don’t worry we promise to respond to 100% of those who take the time to apply.”



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Ditch the Pay Ranges – Be Exact

One of the biggest turnoffs for job seekers? Vague pay ranges.

Saying “A successful candidate can earn \$70K–\$100K” makes it sound like most people won’t.

Saying “We have competitive pay and benefits” makes it sound like you’ll pay as little as possible to still hire people!

Instead, be bold and specific:

- ✓ “This role earns \$85,000 per year, no guesswork.”
- ✓ “We have a clear path to 100K.”
- ✓ “You must earn \$120K to stay on the team and we’ll show you how.”

Transparency builds trust, attracts higher-quality applicants, and weeds out those who won’t be a fit. The best candidates want certainty—give it to them.

When you have variable pay like commissions, always cite the pay that is what a winning person on your team makes. No exaggeration.



**Top talent doesn’t gamble
on ‘maybe’ money. Be
upfront, be exact, and watch
the right people show up.**



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STEP 4

WHY WORK FOR US?

Most job ads list the same generic selling points: “Great benefits, competitive pay, awesome culture!” But let’s be real—every company says that.

Your job ad should reject the wrong candidates and attract the right ones. It should be magnetic, polarizing, and real. Spend time deciding WHY people work for you? Here’s how:

Example 1: The Company That Pushes People to Be Their Best

✓ Who It Attracts: People who thrive in high-performance environments, who love being challenged and growing.

✗ Who It Repels: People who just want to clock in, clock out, and coast.

🔥 Job Ad Hook:

"If you're looking for an easy, clock-in, clock-out job—this isn't it. But if you want to be part of a team that pushes you, grows you, and gives you real ownership over your work, you might have just found your people."

Example 2: The Company That Prioritizes Work-Life Balance

✓ Who It Attracts: Skilled workers who want to do great work but also value family time, hobbies, and personal freedom.

✗ Who It Repels: People who thrive in hustle-at-all-costs environments.

🔥 Job Ad Hook:

"Tired of missing family dinners and weekends because ‘that’s just the job’? We don’t believe in burnout culture. We believe great work happens when people actually have a life outside of work."

Example 3: The Company for Self-Starters Who Want Ownership

✓ Who It Attracts: Independent thinkers, problem solvers, and people who want to take initiative.

✗ Who It Repels: People who need to be micromanaged.

🔥 Job Ad Hook:

"Some jobs come with a rulebook. This one comes with freedom. If you need someone looking over your shoulder every minute, this isn't for you. But if you're the kind of person who takes pride in owning your work, keep reading."



WRONG WAY EXAMPLE

Here is a typical job ad. Can you spot the wrong way?

Outside Sales Professional Wanted

Centurion Roofing a veteran owned company continues to grow! Due to our increasing market share and robust customer demand, we are in need of an additional Outside Sales Representative for our roofing division. Our sales team serves a wide range of customers in northeast Indiana and northwest Ohio. This is an outside sales role, offering our world class asphalt roofing system to qualified homeowners.

We offer the best compensation program in the industry, with unlimited income opportunity. Our lucrative commission structure consistently pays our top sales reps over \$100,000 annually. W2 Employee Status. No subcontracting or trying to figure out your own taxes.

Superior sales training and ongoing sales support.

High quality product line, with the industry's best product and warranty at factory direct prices..

401k with employer match

Medical Insurance

The perfect candidate for this position will be a road warrior, ready to present our products in homes. Many of these sales appointments will be in the evenings and afternoons when most of our homeowner clients are home. The best person for this opportunity needs to be eager to learn our proven system for serving customers and to close the sale the same day. If you are a high-energy individual with a desire to grow with our company, this could be the career position for you!

Since we first opened our doors in the Midwest, we have taken great pride in offering some of best replacement windows around and roofs, each one guaranteed to be of high quality, yet offered to our customers at much more reasonable prices than most competitors. We are a veteran-owned, family-run business, and we treat every job with the respect it deserves. We are committed to understanding, and then wildly exceeding, each homeowner's expectations. Our online reviews show that we are succeeding at this, as our customers not only recommend us – they are raving fans.

- ❌ Starting with YOU not THEM
- ❌ Why does veteran owned mater?
- ❌ Boring and typical intro
- ❌ Long block of intro text
- ❌ Unlimited earning BS meter
- ❌ Blah ending



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THE RIGHT WAY

Done working for someone that doesn't get it?

That doesn't understand the meaning of loyalty, commitment, and crushing every challenge?

Know you're built for more?

If you are ready to be a part of something bigger- that actually means something- keep reading.

Welcome to Centurion Roofing. Not your usual roofing company. We're Veteran-owned and operated, and we know how to build a team that delivers, no matter what. In the military we learned that failure isn't an option. We bring that relentless drive to every project we undertake. We are looking for a sales sniper that has an immediate need to make 125K. In fact we won't keep you if you don't.

Your Day as a Roofing Sales Pro:

Picture this—you pull up to a home, greeted by a handshake and a look of concern from a homeowner who's stressed about their roof. Maybe they've got a leak, or maybe they just got hit with a storm and don't know where to turn. That's where you step in.

You sit down at their kitchen table, not just to sell a roof but to provide peace of mind. You listen, you educate, and you guide them through a decision that will protect their home and family for years to come. Using our proven system, you confidently walk them through their options, show them why we're the best choice, and help them move forward—right then and there.

Your afternoons and evenings are spent meeting new people, making real connections, and delivering solutions that truly matter. Every sale is a win—not just for you, but for the families you help. And when you leave their home, you'll feel the rush of knowing you just made a difference.

CONTINUED NEXT PAGE>

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- 👍 Short SMS size starting sentences
- 👍 First words about THEM, their reason
- 👍 Explains why veteran owned matters
- 👍 Clear earning mark
- 👍 Paints vision of job to be done
- 👍 Process explained



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The Process

We have a rigorous selection process to make sure that we are a good fit, however we move FAST for the right person. We get a lot of interest so the first few steps are automated so we can get together as soon as possible.

1. Fill out the application: Who, what, your background etc (5 min)
2. We'll text you a short survey of questions to answer (15 min)
3. Next you'll get asked to submit a video answer to 3 questions (6 min)
4. You will be given the chance to schedule a face to face meeting at our office.

Don't worry, if you take the time to apply we respond to 100% of the applicants. You could be interviewing with us in as little as 2 days and working by next week!

Why Work With Us?

Mission First, Always: We operate like warriors. Get the job done right—no excuses, no exceptions. We carry the very best products and warranties.

Unshakeable Under Pressure: We've been there, done that, and we know how to deliver even when the heat is on. Just check out all our raving fans and 5-star reviews!

Honor and Integrity: We live by a code, and we bring that same sense of duty and respect to our work environment. This is an employee position with benefits, not leaving you hanging on your own.

Strong Leadership: We lead with clear direction and support. We have the best training camp around.

A Brotherhood/Sisterhood: You're joining a team that's got your back. When we each put in 100%, no one gets left behind.

The Perfect Candidate?

If you're high-energy, driven, and looking for more than just a paycheck—this is it. This is a career where you can grow, be mentored by the best, and thrive in a company that values integrity, grit, and success. If you're ready to step into a role where your skills and work ethic pay off in a big way, let's talk.

This isn't just sales—it's an opportunity to build relationships, change lives, and be part of a veteran-owned company that's built on trust and excellence.

Are you ready to own your success? Hit apply!

□



TEMPLATE

YOUR TURN

Use this space to brainstorm and refine your message so your job ad speaks directly to the right candidates and repels the wrong ones. Get clear now, hire better later. Let's do this.

#1 KNOW YOUR AVATAR

#2 THE JOB TO BE DONE

#3 PROCESS AND PAY RATE

#4 WHY WORK FOR US?

AI-powered hiring assistance to predict top performers before you meet them.

Over 100 Technician
applicants a day
nicely funneled!



Removed the
emotion and drama
from hiring.



Great candidates are
simply scheduling
in my calendar.



The best
customer
service



Stop Gambling With Your Company's Future

Build Your Dream Team With WhoHire

WhoHire changes hiring from a game of chance to a predictable process. Our AI analyzes thousands of data points to identify top performers & automates up to 60% of your hiring process by writing your ads, posting them for you, & giving your applicants a score based on how likely they are to help your company grow.



Built for Contractors, great hiring
tools minus the complexity.

We help you solve these problems

Watching your profits
vanish as you constantly
replace under-performing
employees?

Frustrated with well-
rehearsed applicant's
polished resumes that don't
reflect true potential?

Watching your company
culture erode as poor
fits drive away your best
employees?

Feeling the crushing
weight of carrying dead
weight on your payroll?

Losing to competitors who've
figured out how to stack the
deck in their favor?

Constantly starting over
instead of building on
experience and expertise?

BOOK YOUR FREE DEMO



YOU'LL BE GLAD YOU DID!

Find out more at: [WhoHire.com](https://www.whohire.com)



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