



LESSON 1

EFFECTIVE SCREENING & ASSESSMENT

Introduction: Is Your Job Ad a Top Performer?

In the previous lesson, we learned the principles of writing persuasive job ads. But how do you know if your ad is truly effective? How do you measure its quality and its potential to attract top talent? The Ultimate 10-Point Job Ad Test is a simple yet powerful diagnostic tool designed to help you evaluate your job ads and identify areas for improvement. By putting your ads through this rigorous 10-point inspection, you can ensure that they are clear, compelling, and competitive in the 2025 job market.

The 10 Tests for a World-Class Job Ad

Test #1: Is it Job-Focused, Not Company-Focused?

Modern candidates are more interested in what they will be doing than in your company's history. Your ad should lead with the opportunity, not your corporate ego.

- **Good:** "Join our award-winning front desk team where you'll solve unique guest problems and create memorable experiences every day."
- **Bad:** "ABC Hotel Group, an industry leader established in 1985, is seeking a front desk agent."

Test #2: Do the Important Details Stand Out?

Candidates scan job ads quickly. The most critical information—job title, pay range, and key benefits—must be easy to find within the first 10 seconds.

Test #3: Are Unique Opportunities Highlighted?

Generic statements like "competitive salary" are meaningless. What makes your offer unique? Is it free meals, flexible scheduling, or a clear path to promotion? Highlight what sets you apart.

Test #4: Is it Specific, Not Vague?

Vague language is a red flag. Be specific about the pay range, the responsibilities, and the schedule.

- **Vague:** "Looking for an energetic team player with competitive compensation."
- **Specific:** "In this role, you'll greet over 50 guests daily and collaborate with a team of 8. The starting pay is \$15-\$18 per hour, with an average of \$200 per week in tips."

Test #5: Are the Expectations Realistic?

Unrealistic expectations will scare away good candidates. An entry-level position should not require 5+ years of experience.

Test #6: Is it a Cliché-Free Zone?

Avoid tired corporate clichés like "work hard, play hard" and "seeking a rock star." Use fresh, authentic language that reflects your actual company culture.

Test #7: Does it Use Reader-Focused Language?

Use "you" more than "we" and focus on the benefits to the candidate. Answer their unspoken question: "What's in it for me?"

Test #8: Does it Align with Your Visual Brand?

Your job ad should be professionally designed, with a clean layout, consistent branding, and high-quality images.

Test #9: Does it Pass the Stranger Test?

Show your ad to someone who knows nothing about your company. Can they understand the job and why someone would want it in 5 seconds? If not, it's not clear enough.

Test #10: Does it Have Persuasive Selling Power?

Your ad needs to sell the opportunity. Use social proof (awards, ratings), urgency ("we're interviewing this week"), and exclusivity ("join our select team") to make it more persuasive.

The 2025 Scoring System

Rate your job ad on each of the 10 tests, with a score of 1-10 for each. This will give you a total score out of 100.

- **90-100 Points:** Excellent. Your ad is ready to attract top talent.
- **80-89 Points:** Good. A few minor tweaks will make it even better.
- **70-79 Points:** Needs Work. Your ad requires major improvements to be competitive.
- **Below 70 Points: Start Over.** Your ad is not competitive in the 2025 market.

Perfect Example: Restaurant Server (Score: 95/100)

Turn Your People Skills Into Great Tips & Career Growth! Join [Restaurant Name] - Voted 'Best Place to Work' 3 Years in a Row!

Your Role: You'll be the heart of our dining experience, welcoming guests, sharing your expertise on our chef-driven menu, and ensuring every person leaves with a smile. You'll manage a section of 5-7 tables, work with a supportive team, and earn fantastic tips for your excellent service.

What We Offer:

- **Excellent Earnings:** Starting at \$15/hour + tips. Our servers average \$25-\$35 per hour in total compensation.
- **Flexible Scheduling:** We offer flexible shifts that are perfect for students or those with other commitments.
- **A Path to Growth:** We are committed to promoting from within. Our career path is clear: Server → Trainer → Supervisor → Manager.

This Role is Perfect for You If:

- You genuinely love meeting new people and making them happy.
- You can stay calm and organized during a busy dinner rush.
- You are eager to learn about food, wine, and the art of hospitality.

Ready to launch your hospitality career with a company that invests in you? Apply now - we are interviewing this week for immediate openings!

Mobile-First Checklist

With over 85% of candidates reading job ads on their phones, a mobile-first design is non-negotiable.

- Use short paragraphs (2-3 lines maximum).
- Utilize bullet points for easy scanning.
- Choose a large, readable font.
- Ensure your "Apply" button is large and thumb-friendly.

Activity: Grade Your Job Ad

Take a current job ad from your organization and put it to the test. Go through each of the 10 points and give it a score.

- What is your total score?
- What are the biggest areas for improvement?

Share your results and your revised job ad in the discussion forum.