

How to Build a Better Want Ad

Follow these four steps:

1. Create an attention grabber.

Use themes like “run your own job,” “ready to move up?” or “full charge.”

2. Be straight and honest.

Tell them exactly what you want like “dirty, hours, hard work, etc.”

3. Include the human factor.

Use words like “fun,” “energetic company,” “flexible” or “great staff.”

4. Have a call to action.

Use incentives like “Call today from 9 to 4 and leave a brief message to explain your interest in the job” or “Apply at _____ M to F from 2 to 7” or “E-mail or fax resume to ____.”