

Powerful job titles can help ensure the right hire

When it comes to creating and distributing a marketing piece that will make a real difference among those who you want to be attracted to it and read it, the key is in the title.

Drawing top talent to your company is more easily done if you have a title that actually reaches out to them. Your advertisement or opportunity marketing piece will be of little or no value – no matter how much time and effort you put into it – if it does not get read. The information could be the best possible, but it will only get read after you have first grabbed their attention. The same is true with radio and TV commercials. Radio and TV producers know that they must grab the eyeballs and/or ears of the listener/watcher within the first couple of seconds – or everything else will not matter.

In a position description, you must quickly get the reader's attention through the title – or it will not get read. If you think about the articles that you choose to read online, in a newspaper or magazine, you will realize that you typically skim the various headlines, and then decide which ones to read. It will almost always be those headlines that



shout out for your attention that you read first. A job description gets read the same way. A reader will typically decide to read the ad based on the first five words of the headline – or less.

HOW CAN YOU GET AN EYE-CATCHING HEADLINE?

Creating great headlines is not something that is learned overnight. Instead, it is a talent that is developed by becoming aware of the tools and tricks of the trade. Learn from the experts by starting to pay closer attention to those headlines and advertising campaigns that catch your interest. Get great ideas from campaigns that have already been proven to work.

It is interesting to note that the Japanese followed a unique approach when they wanted to start selling their cars in the United States. They basically copied both the engineering and design and marketing techniques already used by the US automakers. Instead of re-inventing the wheel, they simply emulated what was already proven to work. Later on – after they had established themselves in the US – they began to improvise and develop their own unique engineering, design and marketing programs. This policy will work well for you, too – copy what the best are doing – and then seek to improve it!

Take note of the ads and things that catch your eye. Then imitate those ads and the features of those ads that really grab your attention. You can go one step further by taking note of the things that grab the attention of your best workers.

Because you want more people like them, you want to ask them about those things that catch their eye. Get their opinion. Make a folder of those ads and things that you and your best talent really like. Collect magazine ads from publications of all types, and be sure to include a variety – headlines, graphics, style, messaging, etc.

Your headlines don't have to be entirely from scratch, you can emulate the best ones.

USE BRAINSTORMING FOR GREAT HEADLINE IDEAS

a great tool to use for developing headline ideas, and ads or marketing ideas, is brainstorming. In this process, you gather a variety of people together and collect their ideas – all of them. You do not want to reject or belittle any of them – no matter how ridiculous they may seem at the time. Write down all ideas, you may be surprised later at how a "crazy" idea can be turned into something valuable because it is unique.

When getting people together for a brainstorming session, lay down a few ground rules at the start. They should include three things:

- No one can criticize someone else's idea.
- No one can jump immediately on the bandwagon of another idea – good or bad. (This can divert or squelch further ideas.)
- Let everyone give their ideas and record them all.

Some ideas may even come up/out a couple of days later – after they have had a little time to think about it. They may



Patrick B. Ropella
Chairman & CEO, Ropella
Tel: (850) 983-4777
Web: www.Ropella.com

Patrick Ropella is Chairman & CEO of the Ropella Group an international Executive Search, Leadership Transformation, and Corporate Consulting firm. He authored the book and web-based training program, *The Right Hire – Mastering the Art of SMART Talent Management*, and has seen his content featured in many trade magazines, business publications, and industry journals. Patrick regularly speaks at webinars, career fairs, and conferences.

even wake up in the middle of the night with a thought and realize, “Wow! What a great idea!” Be patient with all ideas, and realize that some may even come as they are leaving the table.

WHAT TO LOOK FOR IN A DYNAMIC HEADLINE

a headline that is going to do the job you want needs to stand out. It should snap and pop in the mind of the reader. It must be different if it is going to work. There are many ways to do this. It can be intriguing, compelling, fun, bold, a brainteaser, and more – just use whatever will get it noticed by the right reader among the other ads of your competition.

As a general rule, the healthcare industry is more inclined to take a rather conservative stand – because it deals with life and death issues. This means that attention needs to be given with any presentation made to the community. In spite of this, it does not mean that you should rule out imagination and creativity altogether.

Here are some headlines for the healthcare market that may be used to get your idea across. While all of these may not be useable in your field, some of them should get your mental juices flowing. They should also help to inspire you to think more creatively about your headlines – enabling you to come up with some catchy ones that will work well for you.

Here are some unique headlines that advertise really unique opportunities:

- Director for “Back to the Future” testing laboratory.
- Are you an aspiring “film” producer? Check out our new X-RAY facility!
- Work or hobby? Here at Prestige Medical Center... what’s the difference?
- Food service opportunities... Where people feel as nourished by your kindness as they do by the food you serve!
- Nurse Leader... Everything you’ve

done until now has been building up to this moment!

- Quality Systems Trainer – It’s part of your job to help other people with theirs, but it’s part of your personality to do it anyway.
- Diet and Nutrition Counselor -You recommended lifestyle changes she could live with... Another happy beginning!
- Records Database Manager – Others may call you a perfectionist; we call you just right!
- Open Minds and Open Hearts – Nurses like this thrive in our environment.

WHAT YOU CAN DO WITH HEADLINE IDEAS

with the above headline ideas, as well as the ones that you should now have gathered from your brainstorming session and sample advertisements you have collected, you should have a very good place to start. Now, meet with your advertising or marketing department and turn some of these great ideas into something that will turn heads. Together, you can come up with some great headlines that not only draw attention, but will also align with the culture of your organization.

ADD GRAPHICS FOR A MUCH BETTER AD

the best ads use more than just great headlines – they also employ eye appeal. When reading through the various ads found in a newspaper or magazine, for instance, you’ll notice that it usually will be some form of graphic or picture that will first catch your eye. Why not make your ad stand out from the rest by putting in a graphic that makes it stand out from the rest – as well as having a great headline?

Imagine taking that simple news ad, and putting in a couple of graphics to catch attention. Figure 1 shows an example. Notice how this one stands out when compared to your standard employment ad. Notice also that it only took a little more work.

After you have developed a strong headline that gets attention, along with a campaign theme, then you can start thinking about all the various advertising mediums you can apply it to. You may want to apply it to radio, TV, the Internet, newspaper, buses, post cards, magazine ads, and more.

Besides merely using the information to create ads, it is also very important that you take much of the same information in the above ad and put it in the first page of your company’s Website career portal. In addition, be sure to use it for career media planning, as well as in your employment branding efforts and other medium.