

A is for ATTENTION

ATTENTION - AND HOW TO GRAB IT IN A RECRUITMENT AD.

We spend all of our lives trying to capture the attention of a target audience. Within seconds of entering the world, we emit one of the most emotive sounds known to our species - the cry of a human baby. It immediately stops us in our tracks and demands our instant attention - connecting with the way our brain is hard-wired to constantly alert us to anything that is potentially important; releasing hormones that compel us to act.

We spend our lives sending out signals to people and communities we would like to connect with - and we instinctively engage with those individuals and groups we feel an empathy towards. The “pull” of a sentiment or message that ‘connects’ is, literally, irresistible.

The AIDA model of recruitment advertising understands the critical nature of capturing

attention - and, to be blunt, if you don't capture the immediate attention of your target audience when you're writing a recruitment ad, you've wasted your time and probably some money.

“People read what interests them”

So how can you create an instantly engaging headline that encapsulates the key employment proposition that you have to sell?

It may sound seemingly obvious, but **people read what interests them**. What motivates your audience? And critically, how do you combine that with what you have to ‘sell’ to them? What's the USP of the role you are offering - is it an amazing platform to continually develop a career in your organisation? A voice in the business? Work/life balance? The chance to join an enterprise that's ethical and sustainable? The opportunity to be part of an incredible project? An invitation to become a valued member of an outstanding team?

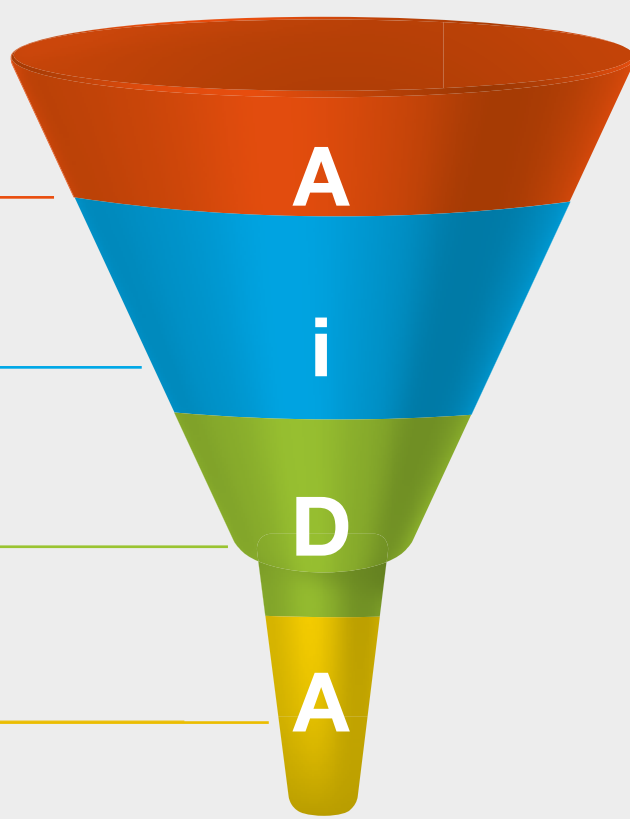
The AIDA structure is a wonderful framework that both helps and disciplines you to write impactful copy. It's not necessarily about 'being creative'. It's about creating the right response. And this is how it works:

ATTENTION

INTEREST

DESIRE

ACTION



ATTENTION

The initial ‘**A**’ Phase of the AIDA process - capturing ‘Attention’ - is actually a very analytical thought process. Way before you ask your creative juices to flow, you need to identify **the prime motivation of your audience and what you have to offer them**. Then - and only then - do you truly understand the

real purpose of what you're about to write. And what you're about to write is really rather magical: A Headline. And not just any old headline. You're going to craft a Headline that will sell your key proposition to your identified audience, succinctly, powerfully - and maybe even beautifully.

“Certain ‘types’ of headline have proven themselves to work over the years”

You can write a Headline in an infinite number of ways. However, certain ‘types’ of headline have proven themselves to work repeatedly over the years. Over time, with practice, you'll develop your own ‘formula’, finding out what works best for your own writing style - but the following five headline formats are some of the easiest and most powerful to write. So when you are looking to construct a headline, try one of these. At the very least, they will give you a starting point to write a headline that works

Headline Format 1: “Sell the Big Employment Proposition”

You should always explore taking the main ‘sales proposition’ of the role and turning it into a headline. It stands the best chance of engaging with the right audience and getting them to respond. If you're struggling with this kind of headline, it may be that you need to think a bit more about the role and the ‘true’ employment proposition that lies at the heart of it.

Here are some examples to consider:

“Influence. Inspire. In Here.”

“Let's shape the world together.”

“Experience. The Difference.”

Headline Format 2: “Simply Say It”

The direct ‘Simply Say It’ headline is a straight-to-the-point format that makes a clear, no-nonsense but engagingly-targeted employment promise. It works particularly well if your brand name is well known or the job title of the role does what it says on the tin.

Here are some examples:

“The Software Role Designed For You”

“Welcome to the Software team

you have been looking for”

“You & Us & Software”

Headline Format 3: “There wouldn't be a better time to join”

People love to work in an organisation with purpose - even more so when that enterprise is successful or focused on a journey to success. You can use this approach as a platform to attract the candidates you need, matching ‘where you are’ as an enterprise with the journey the candidate wants as an employee.

Some examples include:

“Be more than a number with the market No.1”

“Start at the top and work your way up”

“Join us on the journey”

Headline Format 4: “Pose a provocative question”

Asking a question directly involves your audience. However, your question needs to relate directly and clearly to the main proposition of the role - and must also provoke the potential question to answer “yes” or at least “I'm not sure, but I want to know more.”

Here are some examples of this approach:

“Got what it takes to go higher, further, faster?”

“Ready to move to the next level?”

“World-class. Market-leading. Guess Who?”

Headline Format 5: “Command your Audience”

Being bold and assertive doesn't mean being arrogant - and this headline type allows you to be direct and confident in delivering a clear proposition.

Here are some examples to illustrate the approach:

“Trust us with your ambition and

we'll give you the world”

“See the possibilities. Realise your potential.”

“It's your time. Seize the day.”

There are literally hundreds of different ways to write a headline. Whichever ‘format’ you choose, take the time to brainstorm by writing down as many headlines as you can think of, based on the main ‘selling point’ of the role. Give yourself the optimum number of choices and you'll arrive at the most powerful headline for your audience!