**SCHEDULE PHRASES:** At least \*2\* of these in your ad – 3 is even better!

1. Part-time, Part timers welcome, part time possible
2. Work 2-4+ days per week (possibly more)
3. Part time: one to three days per-week
4. Can structure a schedule that works for you
5. Flexible around school/jobs/other commitments
6. Busy semester schedules/other jobs not a problem
7. Work around another job, family-commitments, classes, tests, sports, or other activities
8. Work part-time with flexible schedules
9. Different days, Monday thru Sunday possible
10. Days, evenings, or weekends
11. Part time nights-and-weekends possible
12. Days-evenings-and/or-weekends
13. Work mornings, afternoons/evenings
14. Days/evenings, weekends/weekends
15. Mornings, afternoon, eve, or wk.end schedules
16. We offer a variety of different schedules
17. We are very understanding with our team member’s schedules (especially in the fall)
18. Talk to a manager about your ideal schedule
19. Flexible part-time schedules
20. All schedules available
21. All different schedules possible
22. Classes in the fall? No problem, we are flexible
23. Flexible work for busy lifestyles
24. Flexible around ALL-other-obligations
25. Opportunity to work all different schedules
26. Different schedules for busy people
27. Variety of schedules for students-PTimers-&others
28. Different days, different times available
29. Other jobs? School stuff? No problem
30. Long term, part-time, or seasonal(thru the holidays)
31. Completely flexible around class/work/family

**PAY BENEFITS:** A Dollar Amount when possible

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| 1. | $XX guaranteed basepay/appt | 11. | Basepay with excellent earning potential |
| 2. | $XX base pay/appt $XX base-pay/appt | 12. | Excellent starting base-pay |
| 3. | $XX per appt (guaranteed base) | 13. | Weekly pay / Paid weekly |
| 4. | $XX guar. base (per appt) | 14. | Decent base pay, not based on sales/commission |
| 5. | $XXbase appt [Mashing = no space after $XX] | 15. | Flat rate / Flat rate-of-pay / Flat base-pay |
| 6. | $XX base- appt [1 space after the hyphen] | 16. | Flat rate, not based on sales-or-commissions |
| (Can use dollar sign or NOT) | 17. | Guaranteed pay, not based on commission |
| 7. | Excellent / Great / Good / Decent pay | 18. | Possible pay increases with strong effort |
| 8. | Great pay to start | 19. | Solid pay-to-start (see below) [$$ in Comp Box] |

1. Good pay, call for exact details
2. Excellent starting pay. Base/possible incentives

**ATTRACTING STUDENTS:**

* Other than what you see above: what are students looking for specifically right now? o Students always want to work in a “student-friendly” organization

o We can tailor many of the schedule phrases to specifically for them

* Resist the urge to put “Full-time” in your ads:

o “Full time” in your non-summer ads will attract the long-term unemployed o But even worse than that? The words “Full time” could scare students away

* The more reassurance we can give a student to apply? The more likely they will.
* GOOD CRAIGSLIST ADS ARE ALL ABOUT TAKING AWAY THE BARRIER TO APPLY

**EXCELLENT STUDENT PHRASES:**

Must have some form of “All ages 17+” when using the word “students”

1. Start now, work part-time around classes all semester long
2. Perfect for working around classes/family/etc without spreading yourself too thin
3. Accepting applications for the fall-semester/holiday season
4. All of our student team members can make a schedule around their studies
5. Start with us NOW and be eligible for our fall student scholarship contests
6. Are you paying your own tuition? Then join our student work-force
7. Join our team now, get trained, and work a comfortable part-time schedule in the fall semester

1. Local students can make their schedules around other priorities (like school and sports)
2. Begin working immediately and secure work for the fall-AND-spring semesters
3. Fall scholarship contests for our student-team-members
4. Possible scholarships for students; year-round mgmt positions for non-students
5. We train all new team members in a very laidback way, from the ground up
6. Our office is #1 in the region/state/county/village/etc
7. Written about as a great place for students to work in the Wall Street Journal (Aug ’08)
8. Earn an excellent income, even if you’re working part-time around classes
9. Start now and secure a position on our team for the fall/spring/winter break/summer/forever
10. College students & others welcome to work very part-time schedules; a manager will ask about your ideal schedule in the interview process and get you trained right away
11. Once we train you (simple & fun) the schedules are super flexible
12. Extremely flexible schedules available, even if school is your number 1 priority
13. Start working now and always have work over your school breaks and vacations

**REASSURANCE PHRASES:**

1. Our office is easily accessible with plenty of parking
2. Our office is located off of ROADWAY near WELL-KNOWN LANDMARK
3. Be a valuable part of our team, no matter what your schedule is
4. We work with students from LOCAL COLLEGE and LOCAL COLLEGE
5. LOCAL COLLEGE students encouraged to apply
6. Work with other student-leaders from LOCAL COLLEGE and LOCAL COLLEGE
7. Work with great trainers and teachers that understand students (and others)
8. All of our managers started entry-level and excel at coaching/teaching new team members
9. Base-pay and possible incentives means even part-timers earn solid income
10. Student workers (and others) with busy fall schedules can work their ideal schedule without getting overwhelmed

**DON’T OVERDO IT WITH STUDENT PHRASES! REMEMBER: THE #1 REASON PEOPLE APPLY IS BECAUSE THE JOB SOUNDS ACCESSIBLE TO THEM. Job Description + “No exp nec”**

JOB DESCRIPTION: \*\*40% OF THE AD = “What would I be doing?”\*\*

SALES: (“Sales”must appear in every ad)

|  |  |  |  |
| --- | --- | --- | --- |
| 1. | Customer sales/service | 14. | Entry level sales&service |
| 2. | Customer sales&service | 15. | Entry level sales & service |
| 3. | Customer sales & service | 16. | Entry level sales-&-service |
| 4. | Customer sales-&-service | 17. | Entry level sales and service |
| 5. | Customer sales and service | 18. | Entry level sales-and-service |
| 6. | Customer sales-and-service | 19. | Entry level sales/customer svc |
| 7. | Customer sales work | 20. | Entry level sales & customer service |
| 8. | Customer sales openings | 21. | Entry level sales and customer service |
| 9. | Customer sales representatives | 22. | Sales & Customer service representatives |
| 10. | Sales and customer service | 23. | Simple sales/customer svc |
| 11. | Sales & customer svc work | 24. | Simple sales and customer service |
| 12. | Entry level sales | 25. | Simple sales and basic customer service |
| 13. | Entry level sales/service | 26. | Cust.sales and service representatives |

WHO WE ARE: (“Local office has customer sales/svc openings…”)

|  |  |  |  |
| --- | --- | --- | --- |
| 27. | Local office | 34. | Our #1 team |
| 28. | Local business | 35. | Growing office |
| 29. | Local marketing firm | 36. | Nationwide company |
| 30. | District/Division/Pilot office | 37. | Established organization |
| 31. | Expanding company | 38. | 250 million dollar company |
| 32. | Rapidly growing organization | 39. | 30 year old, nationwide company |
| 33. | Internationally recognized company | 40. | YOUR TERRITORY-based company |

**WHAT WE DO:**

1. Primary responsibilities include / Duties involve / Customer Reps responsible for…
2. Work with customers face-to-face

1. Simple work, but very rewarding
2. Simple one on one customer interactions
3. Basic customer work / Basic customer-interactions
4. Customer sales/svc of simple, high-quality products
5. Fun demonstrations of a simple product line
6. Perform basic demonstrations (fun product, we train all new people)
7. Easy customer work, talking with people and doing laidback presentations
8. Explain simple products, answer any questions, and write up product orders
9. Interact with people and explain simple, fun products
10. One on one, one-on-one, 1on1, 1-on-1 (etc) customer work
11. Speak comfortably with customers in a low-key atmosphere
12. Talk with customers in a casual, friendly environment
13. Work closely with customers, teammates, and management
14. Work with customers 1on1 & answer questions about US made products
15. All of our work is done face to face with customers
16. Communicate with customers in an easy-going manner
17. Work with customers year-round in a laidback environment (this is not just a summer job)

**WHAT WE’RE NOT:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 60. | No canvassing |  | 68. | No quotas |
| 61. | No cold-calling | 69. | No sales quotas |
| 62. | No high-pressure | 70. | No neighborhood-canvassing |
| 63. | No high pressure interactions | 71. | No knocking on random doors |
| 64. | No tele-sales | 72. | No annoying customer tactics |
| 65. | No telephone sales | 73. No coldcalls/door-knocking/or anything like that |
| 66. | No telephone selling | 74. | No startup fees [Free-loaner] |
| 67. | No selling-over-the-phone | 75. | No start-up costs [Free-loaner] |

**QUALIFIERS:**

**NO EXPERIENCE NECESSARY:** (Place in every ad = opens your recruiting nets)

1. No experience necessary/needed/required
2. No experience is necessary/needed/required
3. No exp necessary/needed/required
4. No exp is necessary/needed/required
5. Experience not necessary/needed/required
6. Experience is not necessary/needed/required
7. Previous exp not necessary/needed/required
8. Prior experience not necessary/needed/required
9. No previous exp.necessary
10. No previous exp.needed
11. No previous exp.required
12. No experience requirements
13. Prior experience not nec/needed/required
14. No previous experience required
15. Previous experience unnecessary
16. Sales experience not needed
17. Customer experience not required
18. No experience, no problem (we train)
19. We don’t require any experience
20. We look for people, not experience
21. Great for friendly people, with or without customer experience, bc we will train you
22. Experience level not a factord
23. NoExpRequired [mashing words]
24. No-experience-necessary [hyphenation]

**CONDITIONS APPLY:** (\*Must appear in every ad)

|  |  |
| --- | --- |
| 25. conditions apply | 35. cond. apply |
| 26. conditions exist | 36. cond. exist |
| 27. conditions-apply | 37. cond-apply |
| 28. conditions-exist | 38. cond-exist |
| 29. conditions do apply | 39. | Some conditions do apply |
| 30. conditions do exist | 40. | Of course some conditions do exist |
| 31. cond-do-apply | 41. | Naturally some conditions-exist |
| 32. cond-do-exist | 42. cond.apply [mashing words = No space] |
| 33. conditions-do-apply | 43. cond.exist [mashing words = No space] |
| 34. conditions-do-exist | 44. | Some cond.apply [mashing words = No space] |

ALL AGES 17+: (\*Must appear in “student” ads) (Use 18+ in Fall/Spring ads)

|  |  |  |  |
| --- | --- | --- | --- |
| 45. | All ages17+ | 53. | All ages 17 & up |
| 46. | All ages 17+ | 54. | All ages 17&up |
| 47. | All ages 17 plus | 55. | All ages 17-&-up |
| 48. | All ages 17-plus | 56. | All ages seventeen and up |
| 49. | All ages 17 and up | 57. | All ages seventeen-and-up |
| 50. | All ages 17-and-up | 58. | All-ages-seventeen-and-up |
| 51. | All ages 17 & older | 59. | All ages seventeen & older |
| 52. | All ages 17-&-older | 60. | All ages seventeen and older |

|  |  |  |  |
| --- | --- | --- | --- |
| 61. | All ages seventeen-and-older | 65. | All ages-seventeen plus |
| 62. | All ages seventeen plus | 66. | All ages-seventeen-plus |
| 63. | All ages seventeen-plus | 67. | All ages 17 & older (no exceptions) |
| 64. | All-ages-seventeen-plus | 68. | All ages 17+ (sorry, no exceptions) |

**OTHER QUALFIERS:** (Use sparingly)

1. High achievers encouraged to apply
2. No benefits, as this is an entry level position
3. (Sorry, we don’t offer any benefits)
4. Disclosure: no health-benefits provided
5. We don’t have benefits, but we do have…
6. Entry-level work, so no benefits exist (unfortunately)
7. Must be a HS graduate or have your GED
8. Experience a plus, but certainly not required
9. Must be friendly and neat in appearance
10. We can train anyone, but you must be coachable
11. 2011 high school graduates may apply. But no walk-ins, please
12. Looking for people who can speak comfortably with customers

**URGENCY / CALL-TO-ACTION:**

URGENCY: (Feel free to use the same urgency phrases from the header)

|  |  |  |  |
| --- | --- | --- | --- |
| 1. | Call now, start now/immediately/this week | 10. | Start a-s-a-p by calling today |
| 2. | First come-First considered | 11. | Start asap---call our office today |
| 3. | 1st come, 1st considered basis | 12. | Contact us for immediate consideration |
| 4. | Immediate openings, don’t procrastinate | 13. | Interviewing now, start this week (or asap) |
| 5. | Looking to start people this week | 14. | If you’re interested in applying, don’t delay |
| 6. | Looking to build our team immediately | 15. | If interested, contact us immediately |
| 7. | Multiple openings, interviewing -now- | 16. | Starting people asap, possibly this week |
| 8. | Interviewing daily, start as soon as you can | 17. | Filling interviews asap |
| 9. | Interviewing this week for immediate start | 18. | Filling interviews daily; don’t delay |

**CALL-TO-ACTION:**

1. Call now / Apply now
2. Call today / Apply today
3. Call / Apply asap / a.s.a.p. / a-s-a-p
4. Schedule an interview by calling our office
5. For -immediate- consideration, call now
6. Call our office@1234567890
7. Call Monday-Friday after 9am
8. Call to setup an interview(weekdays after9am)
9. Call today to schedule for our next available interview time
10. Call one of our friendly receptionists today
11. Call today for more details / more information
12. Call now to speak to a staff member and book an interview asap
13. Get more information today by calling…
14. Speak to our receptionist if you have questions and wish to apply
15. Call our office if you want more information
16. Call us immediately if you are interested in applying
17. Call today---A staff member will give you more details over the phone
18. If you are confident working in a team environment, then call us immediately
19. If you are committed to learning and take pride-inyour work, then call us this instant
20. If you are a \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_\_ person then

you may be perfect. Call right away.

1. If you feel comfortable in a team atmosphere, then contact us today (don’t miss out)
2. If you want fun work instead of a job…
3. If you are a social person, then we want to hear from you. Call RECEPTIONIST today.
4. Our receptionist will guide you thru the application process, but you must call soon
5. Learn more about our office/company/great team, call a receptionist for more details
6. Same day & evening interview available. Call today

PHONE NUMBERS: (\*Must mix this up! Writing same #, same way every time = challenges)

|  |  |  |  |
| --- | --- | --- | --- |
| 45. | (123)4567890 | 59. | (123)(4567890) |
| 46. | (123)456-7890 | 60. | 123 4 5 6 7 8 9 0 |
| 47. | (123) 456-7890 | 61. | 1 2 3 4 5 6 7 8 9 0 |
| 48. | 4.5.6. 7.8.9.0. | 62. | 123\*4\*5\*6\*7\*8\*9\*0 |
| 49. | 123. 456-7890 | 63. | 1. 2. 3. 4. 5. 6. 7. 8. 9. 0. |
| 50. | 123.. 456.. 7890.. | 64. | 123-4567890-(Location) |
| 51. | 123..456..7890 | 65. | Call today@123-4567890 |
| 52. | (123)--456--7890 | 66. | Call for info@12345 67890 |
| 53. | -123- -456- -7890- | 67. | Town Location: -1234567890- |
| 54. | -123- 456 -7890 | 68. | Town-Town-Town-1234567890 |
| 55. | (123) -4567890- | 69. | Town/Town/Town---1234567890 |
| 56. .123. .456-7890. | 70. | Call today@123-4567890-Town/Town/Town |
| 57. | 123’ 456’7890’ | 71. | 123456-7890-(Town,Town, & Town locations) |
| 58. | 123-456’ 7890 | Call your nearest location today: |

72. (123) area codes: 4567890 73. (321) area codes: 0987654 [Multiple Offices]

**WEBSITES:** (Mashing technique)

1. Apply online@WEBSITE.com
2. Apply online@.....WEBSITE.com
3. Apply online----WEBSITE.com----
4. Find work today@WEBSITE.com
5. Apply-on-the-web@WEBSITE.com
6. Work close to home@WEBSITE.com
7. Schedule an interview@WEBSITE.com
8. Or you can apply directly@WEBSITE.com
9. Find your nearest location@WEBSITE.com
10. Apply online 24-hours-a-day@WEBSITE.com
11. If you don’t want to wait, apply 24/7@WEBSITE.com
12. Submit an interview request----WEBSITE.com----online

\*\*\*Using the ‘ @ ‘ sign, an unlimited number of words can be mashed. BE CREATIVE!\*\*\*