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FREE GUIDE

Job Post Fixer.

Get the right people applying. A 10-point checklist, three annotated rewrites, a pay range method, an apply flow audit, a template, and a 15-minute scorecard.



01

WHY JOB POSTS FAIL



Why most job posts fail

You open a role. You post it. A week later you have a pile of resumes, and almost none of them fit. Or worse, you have five applicants and no one you'd hire.

It's tempting to blame the market. Most of the time, the post is the problem.

A job post is not a legal document or an internal job description. It's an ad. It has one job: get the right person to stop, read, and apply, while helping the wrong person decide to pass.

MOST POSTS FAIL FOR THE SAME FEW REASONS:



They're written for the company, not the candidate.

They list what we need, not what the candidate gets or why it's worth their time.



They're copied from an old job description.

Duties lists written years ago, for a different team, at a different size.



They hide the pay.

Candidates have to guess, so serious people skip and everyone else applies.



They ask for everything.

A wish list of 10 must-haves screens out strong people who meet most of them.



They make applying hard.

Long forms, required accounts, and retyping a resume that's already attached.



They go silent.

No reply, no timeline, no next step. Good candidates take another offer while they wait.

The good news: every one of these is fixable in an afternoon. That's what this guide is for.

CALLOUT

A job post is an ad, not a job description. Write it for the person you want to hire.

How to use this guide

1

Run the

15-minute self-audit

scorecard on a live post.

2

Use The 10 points to fix the weak spots.

3

Borrow from the three annotated rewrites.

4Post using the **fill-in** job post template.**02**

THE 10 POINTS



The 10 points

1

Clear title

Why it matters: Candidates search by standard job titles. Job boards match on them too. A clever title like "People Ninja" or "Revenue Hero" doesn't show up in searches and reads as unserious to experienced people.

DO

- ✓ HR Generalist
- ✓ Operations Manager
- ✓ Outside Sales Representative

DON'T

- ✗ HR Rockstar
- ✗ Chief Chaos Wrangler
- ✗ Sales Ninja / Closer Extraordinaire

Quick fix:

Search the title you'd use on a job board. If the results are full of roles like yours, keep it. If not, switch to the common name. Add level or focus in parentheses if needed, like "HR Generalist (Payroll focus)."

2 Pay range shown

Why it matters: In our experience, pay is one of the first things candidates look for. When it's missing, people who are a fit often skip the post, and people who are far apart on pay apply anyway. That means more screening time and more offers that fall apart late. Some states and cities also require pay ranges in postings, so check the rules for where the role is based and where candidates may live.

DO

- ✓ "\$58,000 to \$68,000 per year, plus benefits"

(EXAMPLE ONLY)

- ✓ "\$22 to \$26 per hour, based on experience"

(EXAMPLE ONLY)

DON'T

- ✗ "Competitive pay"

- ✗ "DOE" with no numbers

Quick fix: Put the range in the title line or the first three lines. See the Pay ranges section for how to set one.

3 The first 3 lines sell the role

Why it matters: Treat the opening lines as your only shot. On mobile, they're often all a reader sees before tapping "more." If those lines say "We are a fast-paced, dynamic company," you've spent your best space on words that say nothing.

DO

- ✓ "You'll be the go-to HR person for a growing team. Your work keeps people paid, onboarded, and supported."

- ✓ "You'll own the schedule that gets every order out the door on time."

DON'T

- ✗ "We are a fast-paced , dynamic company seeking a self-starter ."

- ✗ "XYZ Corp was founded with a passion for excellence."

Quick fix: Answer three questions in three lines: What will I do? Why does it matter? What's in it for me?

4 Must-haves under 5

Why it matters: Long requirement lists filter out strong candidates who meet most, but not all, of them. We'd rather you risk a few extra applicants than lose a great one who doesn't check every box. Every item you add should be something you'd truly reject someone for lacking.

DO	DON'T
✓ 3 to 4 must-haves, then a short "Nice to have" list	✗ 10 bullet "Requirements" mixing basics and wishes
✓ "2+ years in an HR role"	✗ "5+ years, degree required, certification required, expert in 4 systems"

Quick fix: For each requirement, ask: "Would we reject a great candidate who didn't have this?" If the answer is no, move it to "Nice to have" or cut it.

5 Outcomes over duties

Why it matters: A duties list tells people what they'll be busy with. Outcomes tell them what success looks like. Strong performers want to know how they'll be measured. Outcomes also help you screen, because you can ask candidates how they've delivered similar results.

DO	DON'T
✓ "In your first 90 days, you'll rebuild onboarding so new hires are ready on day one."	✗ "Responsible for onboarding."
✓ "You'll cut late shipments by tightening the weekly schedule."	✗ "Manage logistics. Other duties as assigned."

Quick fix: Rewrite your top 3 duties as "In your first 90 days you will..." statements, each with a result.

6 Inclusive, plain language

Why it matters: Jargon, slang, and buzzwords make posts harder to read and can quietly signal "not for you" to good candidates. Plain language widens your pool and makes the role easier to understand. Write like you'd explain the job to a friend.

DO	DON'T
✓ "You'll work closely with a small, supportive team."	✗ "Work hard, play hard culture. Must thrive in chaos."
✓ "Comfortable lifting up to 40 pounds" (only if it's true for the job)	✗ "Young, energetic team"
✓ "You'll explain policies clearly to all levels."	✗ "Synergize cross-functional stakeholder alignment."

Quick fix: Read the post out loud. Cut any word you wouldn't say in conversation. Remove age, gender, or "culture fit" coded words. Only list physical requirements that are truly part of the job.

7 Short apply flow

Why it matters: Every extra step loses candidates, especially the employed ones who are browsing on a phone at lunch. Required accounts, long forms, and retyping a resume that's already attached are the most common drop-off points.

DO	DON'T
✓ Resume plus 2 or 3 short questions	✗ Create an account, then fill out 6 pages
✓ Works on a phone	✗ Desktop-only upload
✓ Under 5 minutes	✗ Personality test before anyone has talked to them

Quick fix: Apply to your own job on your phone and time it. If it takes more than 5 minutes, cut steps. See the Apply flow audit section.

8 Response-time promise

Why it matters: Going silent is one of the fastest ways to lose a good candidate. In our experience, a clear reply promise builds trust, sets you apart, and keeps good people from accepting another offer while they wait on you. It also holds your own team accountable.

DO

- ✓ "We reply to every applicant within 5 business days."
- ✓ "Here's our process: a 20-minute call, then one interview, then a decision."

DON'T

- ✗ Nothing at all
- ✗ "Only qualified candidates will be contacted."

Quick fix: Pick a reply window you can actually keep, then put it in the post. Set a calendar reminder to review applicants on that schedule.

9 Growth path

Why it matters: Good people want to know where a role leads. Even in a small company, you can describe how the role can grow: more scope, more ownership, a step up as the team scales. This attracts people who plan to stay.

DO

- ✓ "As we grow, this role can lead to HR Manager."
- ✓ "You'll get a budget for training and a quarterly growth check-in."

DON'T

- ✗ No mention of the future
- ✗ "Opportunities for advancement" with no detail

Quick fix: Add one honest sentence on how the role can grow. Don't promise a title you can't deliver.

10 Company why

Why it matters: Candidates are choosing you too. One or two real sentences on what you do, who you help, and why it's a good place to work beats a paragraph of slogans.

DO

- ✓ "We help local families get reliable home repairs, fast. We're a team that picks up the phone and keeps our word."
- ✓ "Small team, real impact, flexible Fridays."

DON'T

- ✗ "We're passionate about excellence and innovation."
- ✗ "Best place to work!" with nothing behind it

Quick fix: Write two sentences: what you do and for whom, then one true thing that makes it good to work here.

1 Clear title

2 Pay range shown

3 The first 3 lines sell the role

4 Must-haves under 5

5 Outcomes over duties

6 Inclusive, plain language

7 Short apply flow

8 Response-time promise

9 Growth path

10 Company why

03

ANNOTATED REWRITES



Annotated rewrites

REWRITE 1

HR Generalist

BEFORE

~~HR Rockstar / People Ninja~~

We are a fast-paced, dynamic company looking for a self-starter to join our growing team. The ideal candidate wears many hats.

Responsibilities: Handle HR tasks. Payroll support. Onboarding. Employee relations. Compliance. Other duties as assigned.

Requirements: Bachelor's degree, 5+ years HR, certification, HRIS expert, payroll expert, recruiting experience, benefits experience, bilingual preferred.

~~Competitive pay. Apply via our portal (account required).~~

AFTER

HR Generalist (\$58,000 to \$68,000 per year) (EXAMPLE ONLY) 1 2

You'll be the go-to HR person for a 60-person team that's growing fast (EXAMPLE ONLY). Your work keeps people paid, onboarded, and supported. 3 6

In your first 90 days you will: 5

- Own onboarding so new hires are ready on day one
- Run payroll checks and catch errors before payday
- Update the handbook so it's clear and current

Must-haves: 2+ years in HR, payroll basics, clear writing. 4

Nice to have: HRIS setup experience, Spanish.

Growth: A path to HR Manager as we scale. 9

Why us: We build things people rely on, and we treat our team the way we want customers treated. 10

Apply: Resume plus two short questions, about 5 minutes. We reply within 5 business days. 7 8

Annotations (marker numbers match the 10 points)

- 1 Searchable title, no slang. (Point 1: Clear title)
- 2 Pay range up front. (Point 2: Pay range shown)
- 3 Opening says what, why, and for whom. (Point 3: First 3 lines)
- 4 Eight requirements cut to three, with nice-to-haves split out. Must-haves under 5 (Point 4:)
- 5 Duties rewritten as 90-day outcomes. (Point 5: Outcomes over duties)
- 6 Plain, warm language; "Rockstar" and "wears many hats" are gone. (Point 6: Plain language)
- 7 Apply takes about 5 minutes, no account. (Point 7: Short apply flow)
- 8 A stated 5-business-day reply promise. (Point 8: Reply promise)
- 9 One honest growth line. (Point 9: Growth path)
- 10 Two real sentences on why to join. (Point 10: Company why)

REWRITE 2

Operations Manager

BEFORE**Operations Guru**

Our company is a leader in our industry. We need an ops person to manage day-to-day operations and make things run smoothly.

Duties: Oversee operations. Manage vendors. Inventory. Scheduling. Reporting. Process improvement. Other duties.

Requirements: MBA preferred, 7+ years, Lean certification, ERP expert, budgeting, supervisory experience, forklift certification, available nights and weekends.

Salary DOE.

AFTER**Operations Manager (\$75,000 to \$90,000 per year)** (EXAMPLE ONLY) 1 2

You'll run the day-to-day for a 40-person team (EXAMPLE ONLY) and turn a busy, growing operation into one that runs on time. 3

In your first 90 days you will: 5

- Build a weekly schedule that gets orders out on time
- Set up a simple inventory count so we stop running out
- Pick and track three numbers that show how we're doing

Must-haves: 3+ years leading an operations team, comfort with spreadsheets, calm under pressure.

4

Nice to have: Inventory or ERP software experience.

Schedule: Weekdays, with occasional evenings during peak season. 6

Growth: Help build the team and grow into a Director role as we expand. 9

Why us: We keep our promises to customers, and we give our team the tools and support to do the same. 10

Apply: Resume and one question: "Tell us about a process you fixed." We reply within 5 business days. 7 8

Annotations (marker numbers match the 10 points)

- 1 Standard, searchable title. (Point 1)
- 2 Pay range up front instead of "DOE." (Point 2)
- 3 Opening names the real challenge. (Point 3)
- 4 Must-haves cut from 8 to 3. (Point 4)
- 5 Outcomes replace duties. (Point 5)
- 6 Plain schedule line instead of "nights and weekends" buried in requirements. (Point 6)
- 7 One-question apply, quick on a phone. (Point 7)
- 8 A stated reply promise. (Point 8)
- 9 A real growth path. (Point 9)
- 10 Two real sentences on why to join. (Point 10)

REWRITE 3

Sales Representative

BEFORE

~~Sales Ninja Wanted!!!~~

Are you a hungry closer who wants UNLIMITED earning potential? We're looking for a rockstar to crush quotas in a work hard, play hard environment.

Requirements: 5+ years sales, proven track record, own CRM, must thrive under pressure, cold calling expert.

~~Commission-based. Send resume.~~

AFTER

**Outside Sales Representative
(\$50,000 base plus commission,
\$80,000 to \$100,000 expected
first-year total)** (EXAMPLE ONLY) 1 2

You'll help local businesses solve a real problem with a product they'll keep using. Warm leads, a clear territory, and a team that backs you up. 3

6

In your first 90 days you will: 5

- Learn the product and shadow our top accounts
- Build a pipeline in your territory
- Close your first deals with support from your manager

Must-haves: 2+ years in B2B sales, comfort meeting people face to face, a valid driver's license. 4

How pay works: Base salary, plus commission paid monthly. We'll share the full plan in your first call. 2

Growth: Senior rep or team lead as the territory grows. 9

Apply: Resume and a short note on a deal you're proud of. We reply within 3 business days. 7 8

Annotations (marker numbers match the 10 points)

- 1 Standard title instead of "Sales Ninja." (Point 1)
- 2 Base, commission, and an expected total shown clearly, plus how pay works instead of "unlimited potential." (Point 2)
- 3 Opening says what the job really is and who it helps. (Point 3)
- 4 Must-haves are things you'd actually screen on. (Point 4)
- 5 90-day outcomes instead of "crush quotas." (Point 5)
- 6 Hype words like "hungry closer" and "work hard, play hard" are gone. (Point 6)
- 7 Apply with a resume and a short note, nothing more. (Point 7)
- 8 A faster 3-business-day reply promise for a competitive role. (Point 8)
- 9 A real growth path to senior rep or team lead. (Point 9)

CALLOUT For commission roles, show the base and a realistic expected total. Only state an expected total you can back up with what current reps actually earn.

04

PAY RANGES



Pay ranges: how to set one and show it

A pay range is one of the strongest signals in your post. Here's how to set a range you can defend, without guessing.



Step 1: Define the role first

Write the 90-day outcomes and must-haves before you talk numbers. Pay follows the job, not the other way around.



Step 2: Gather real data

Use sources you can verify. We don't recommend relying on a single number from one site.

- **Your own team:** What do people in similar roles earn today? Your range must fit inside your current pay structure, or you'll create problems with existing staff.
- **Public salary data:** Government wage data (for example, the U.S. Bureau of Labor Statistics) by role and region.
- **Salary survey tools and job boards:** Look at posted ranges for similar roles in your area and company size.
- **Recent hiring:** What did your last offers look like? Did people accept or decline on pay?



Step 3: Set the range

- Pick a **midpoint** that matches what you'd pay a fully capable person in the role.
- Build the range around it. A common approach is a spread where the top is meaningfully higher than the bottom, enough to leave room for experience, but not so wide it means nothing.
- Make sure you'd be happy to hire someone at **any** point in the range. Don't post a top number you won't actually pay.



Step 4: Check the law

Several states and cities require pay ranges in job posts, and rules change. Check the requirements for where the job is based and for remote candidates. When in doubt, include it.



Step 5: Show it well

DO	DON'T
✓ "\$58,000 to \$68,000 per year" (EXAMPLE ONLY)	✗ "Competitive"
✓ "\$22 to \$26 per hour" (EXAMPLE ONLY)	✗ "\$30,000 to \$150,000" (EXAMPLE ONLY) (too wide to mean anything)
✓ "Base \$50,000 plus commission" (EXAMPLE ONLY)	✗ "Unlimited earning potential"
✓ Mention benefits: health, PTO, retirement	✗ Hide total rewards

CALLOUT

If you can't name a range for a role, you're not ready to post it yet. Talk it through first.

05

APPLY FLOW AUDIT



Apply flow audit

Your apply process is part of your post. If it's slow or painful, your best candidates drop out first.

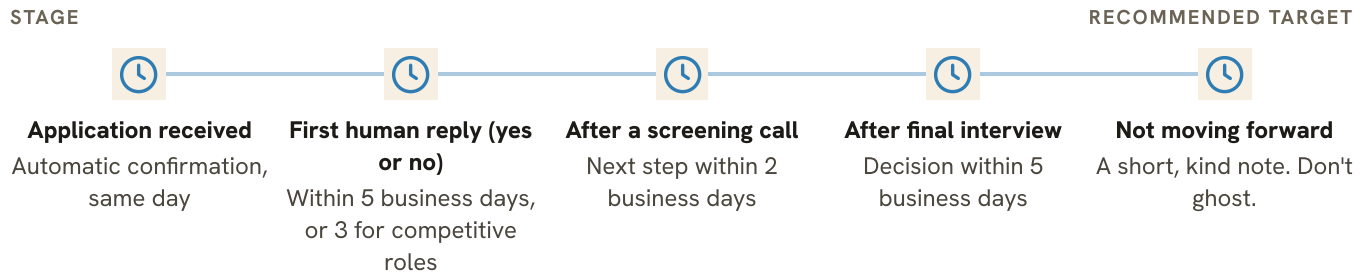
Audit it in 10 minutes

Apply to your own job, on your phone, as if you were a candidate. Check each item.

CHECK	PASS IF...
☐ Time to apply	Under 5 minutes
☐ Account required?	No
☐ Works on a phone	Yes, including resume upload
☐ Retyping the resume?	Not required
☐ Number of questions	3 or fewer
☐ Confirmation	Candidate gets an automatic "We got it" message
☐ Next steps shown	Candidate knows what happens and when

Time-to-reply targets (our recommendations)

These are targets we recommend, not rules. Set the ones your team can actually keep, and put them in writing.

**CALLOUT**

Speed is a competitive advantage for a smaller company. You can move faster than big employers. Use it.

Simple message templates

Received: "Thanks for applying for {role}. We review every application and will reply within {X} business days."

Next step: "We'd like to set up a 20-minute call. Here are a few times that work for us."

Not moving forward: "Thank you for your time and interest. We've decided to move forward with other candidates for this role. We wish you the best in your search."



Where to post and how to screen fast

Where to post

Match the channel to the role. More places isn't always better; the right places are.

CHANNEL	BEST FOR	TIP
 Major job boards	Most roles	Use a standard title so you show up in search
 LinkedIn	Professional, office, and management roles	Post on the company page and ask your team to share
 Your careers page	Every role	Keep it current. Candidates check it.
 Employee referrals	Every role	Ask your team directly. Make it easy to share.
 Local and community groups	Hourly, trades, and local roles	Community boards, local schools, trade programs
 Industry groups	Specialized roles	Associations and niche boards

How to screen fast

- 1 Write your screen before you post.**
Turn your must-haves into 3 yes/no questions.
- 2 Sort in one pass.**
Yes, Maybe, No.
Don't overthink resumes; check must-haves only.
- 3 Use a 20-minute phone screen.**
Same 4 or 5 questions for everyone, so you can compare fairly.
- 4 Ask outcome questions.**
"Tell us about a time you {outcome from the post}."
Listen for specifics.
- 5 Score right away.**
Rate each candidate 1 to 5 on each must-have before the next call.
- 6 Block time.**
Put two 30-minute review blocks on the calendar each week while the role is open.

Sample phone screen questions

- What drew you to this role?
- Tell us about a time you {key outcome}.
- What are you looking for in your next job?
- Our range is {range}. Does that work for you?
- What questions do you have for us?

CALLOUT

Ask about pay alignment on the first call. It saves everyone time.

07

FILL-IN TEMPLATE



Fill-in job post template

Copy this. Fill the blanks. Post it.

Title (standard name) + pay range:

Opening (3 lines: what you'll do, why it matters, what's in it for you):

In your first 90 days you will:

1.

2.

3.

Must-haves (under 5):

Nice to have:

Schedule and location:

Pay and benefits:

Growth path:

Why us (2 sentences):

How to apply (5 minutes or less):

Our reply promise: We reply to every applicant within _____ business days.

08

SCORECARD



15-minute self-audit scorecard

Pull up a live job post. Set a timer for 15 minutes. Score each item: 0 = missing, 1 = partly there, 2 = nailed it.

#	POINT	WHAT TO LOOK FOR	SCORE (0 TO 2)
1	Clear title	Standard, searchable title	
2	Pay range shown	Real numbers, near the top	
3	First 3 lines sell	What, why, and what's in it for them	
4	Must-haves under 5	Only true deal-breakers	
5	Outcomes over duties	90-day results, not a task list	
6	Plain, inclusive language	No jargon, slang, or coded words	
7	Short apply flow	Under 5 minutes on a phone	
8	Reply promise	A stated reply window	
9	Growth path	One honest line on where it leads	
10	Company why	Two real sentences	
Total			___ / 20

What your score means



17 to 20 out of 20:

Strong post. Focus on where you're posting and how fast you reply.

12 to 16 out of 20:

Good bones. Fix your lowest two items this week.

Under 12 out of 20:

Rewrite it with the fill-in job post template. You'll likely see a better pool.

CALLOUT

Re-score after you fix it. Keep the scorecard with every new post you write.

Need a hand? ✨

Hiring and not getting the right applicants?

Book a free 20-minute HR check.

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Recruiting for you?

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