

When composing job advertisements, there are key words you can use to attract the right person for the role you are looking to fill. Use the suggestions below to write effective job advertisements.

	Suggested Phrases	Ad Style
To attract a HIGH A / LOW D	Growing Firm – opportunity for advancement Independence – “Be your own boss”, “Grow a department” Competitive Challenge Performance-based incentives – high potential \$ Personal growth “Your success depends on you”	PUNCHY AGGRESSIVE CHALLENGING
To attract a LOW A / HIGH D	Established, stable firm, excellent benefits Firm values high standards Firm rewards loyalty, quality Pride in excellence Extensive training opportunities Opportunity to use skills	SPECIFIC FACTUAL
To attract a HIGH B / LOW D	Prestigious firm/position Rub elbows with the “right” people Visibility both inside and outside the company “Interface with senior management” Strong communication skills Meet people – be involved	UPBEAT INFORMAL BIG PICTURE
To attract a LOW C	Fast-paced “Challenging” Lots of variety, mobility, travel	QUICK VARIETY
To attract a HIGH C	“Be a valued member of our team” Stable Firm – “Our 50th year” Our people are our firm	SECURE STABLE