THE HIRING TREE
LAWS OF APPLICANT ATTRACTION

HUMAN INTELLIGENCE MEETS AI

CRAFTING JOB ADS

that attract top talent



ABOUT STEVE

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Applicant PRO



Author

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Volunteer

Role & Award

The Hiring Tree HR Life Podcast

SHRM CERTIFIED PROFESSIONAL SHRM-CP

HR CERTIFICATION INSTITUTE PHR®

SHRM 2022 PINNACLE AWARD

SHRM 2024 PINNACLE AWARD

AMERICA'S FASTEST-GROWING PRIVATE COMPANIES Inc. 5000

Utah Business HR ACHIEVEMENT AWARDS 2024

THE HR LIFE PODCAST



Mistakes we're making

These might include:

- Using same tactics as before
- Throwing more $$$ at bad job ads
- Making small adjustments
- Refresh phenomenon



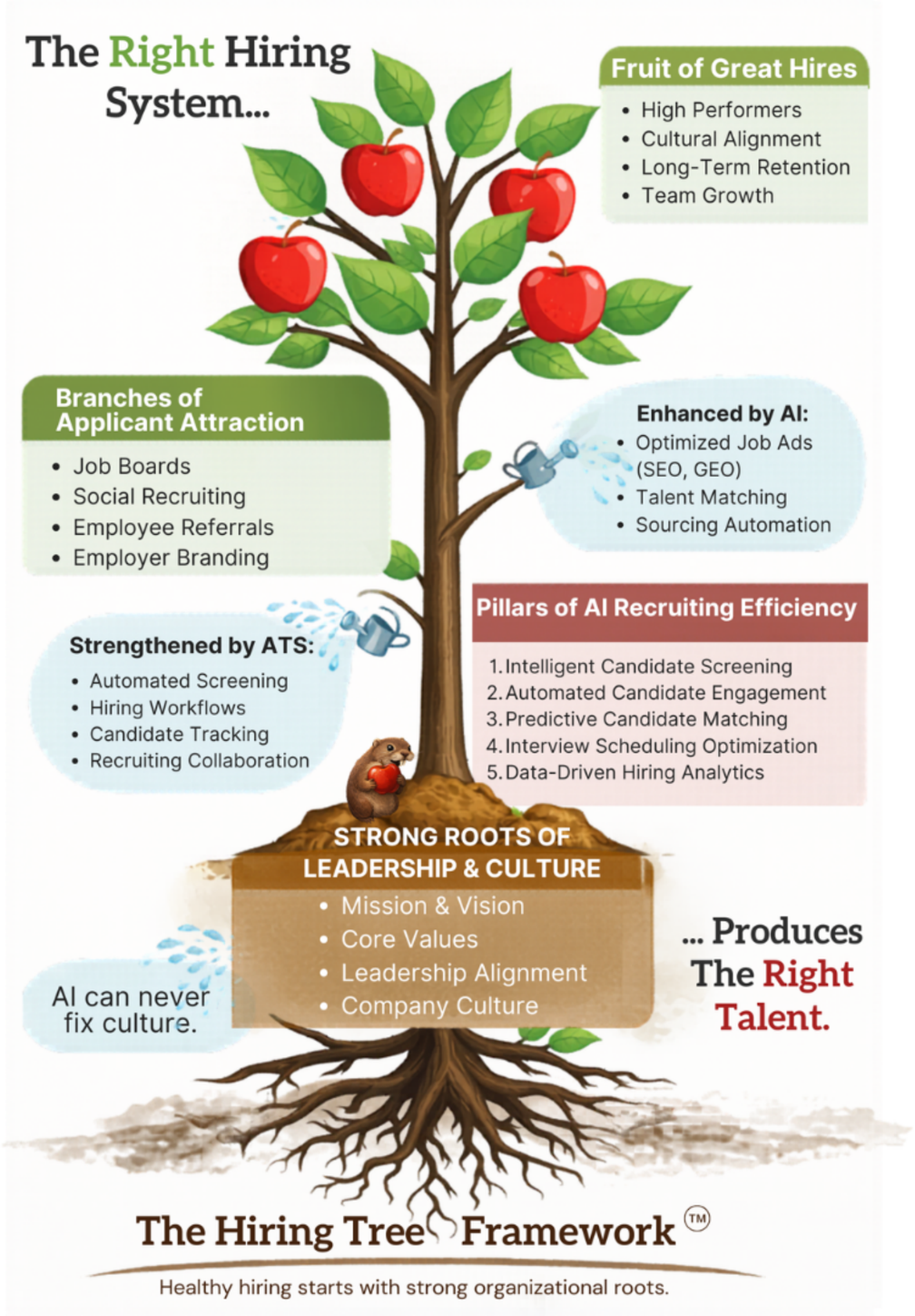


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Analogy

The Taproot System

- Executives
- Managers
- Employees



2-Stage Application







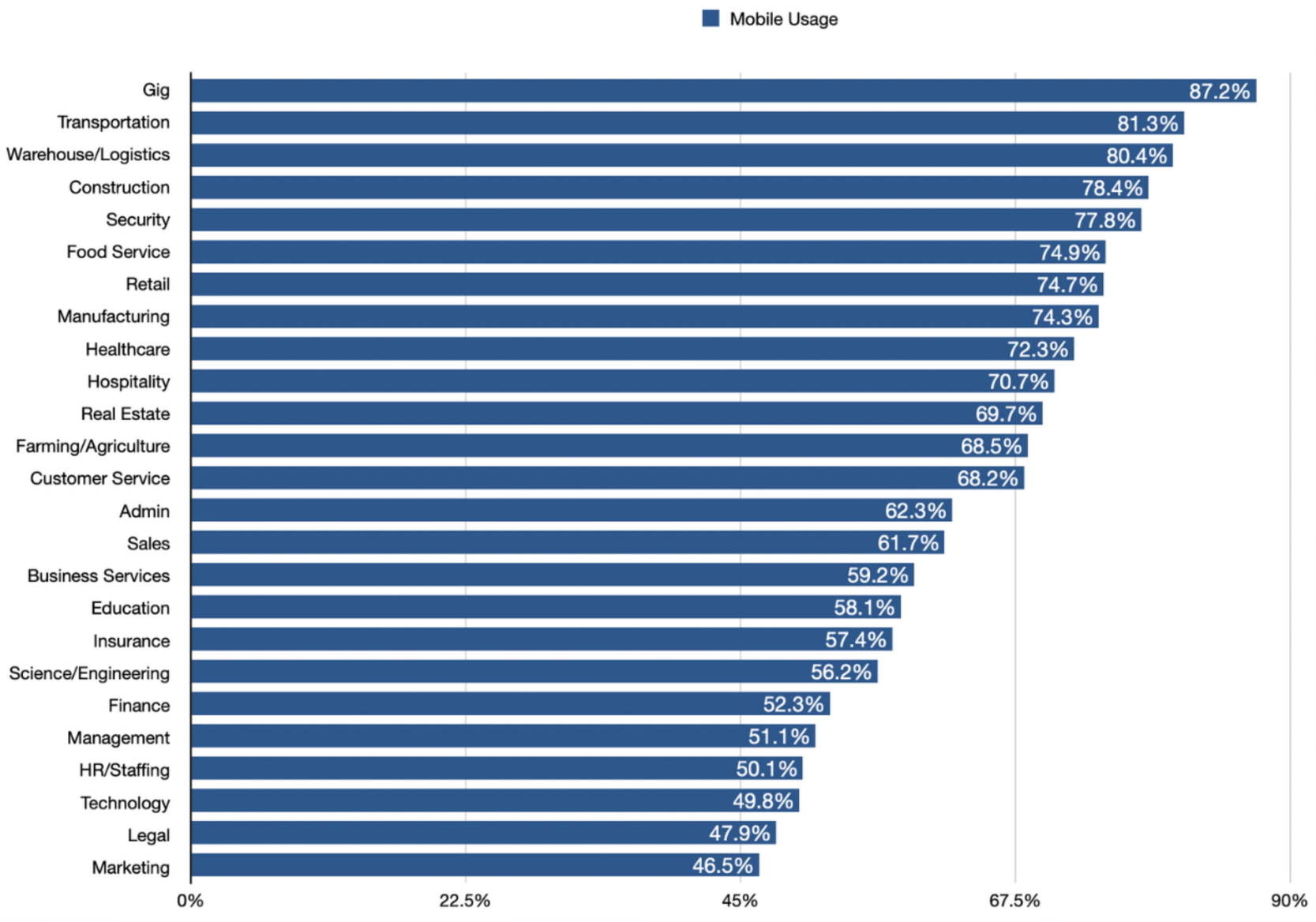
MOBILE USAGE

You can see the usage by industry to the right. Overall percentage is increasing exponentialy.

PARSING

Resume Parsing

Profile Parsing



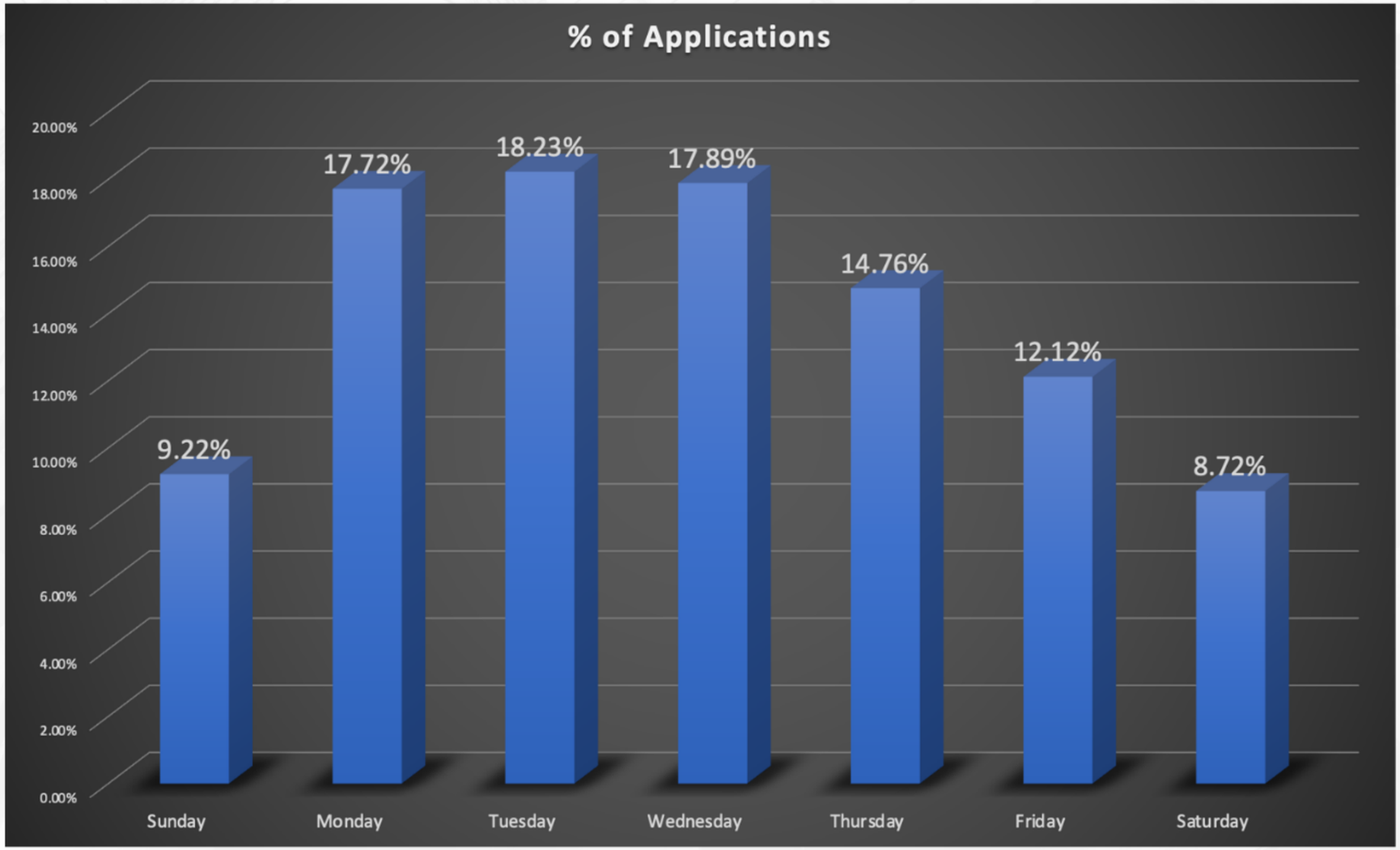
Days of the Week

This can impact the visibility of your job ads leading to an increase of applicants

Applicant PRO

Similar stats

Monday - Wednesday



OVER 80% EMPLOYERS

USE

JOB DESCRIPTIONS

AS THEIR

JOB ADS



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MOST

POPULAR

BRANCH

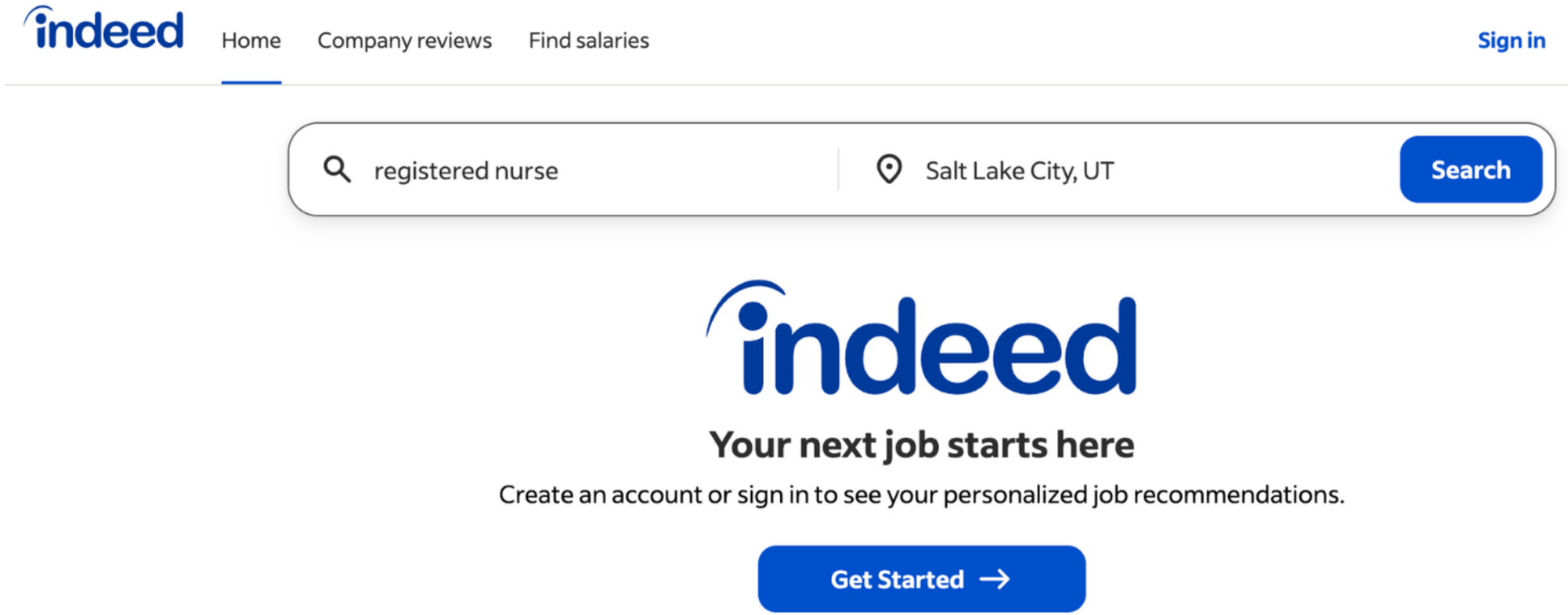
AGGREGATORS &

SEARCH ENGINES



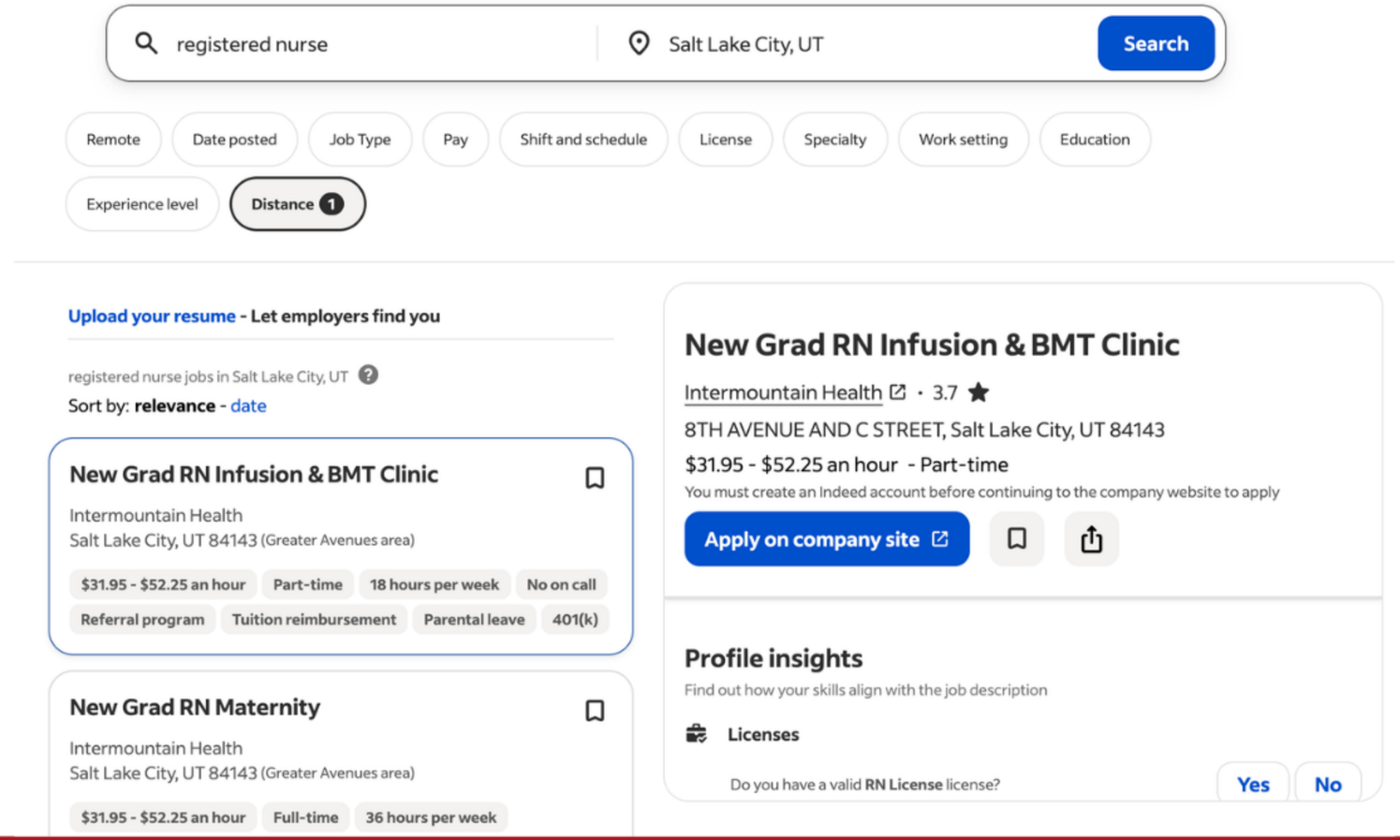
NOW WITH AI !!

WHAT IS INDEED?



MOST JOB BOARDS

ARE SEARCH ENGINES



Optimization Practices
Job Board Rules



Ad Title

Research Job Title
Follow 1-2% Rule
Avoid Clickbait
6 Word Max
Avoid Acronyms

Quality Content

Provide Answers:
Schedule
Pay
Benefits
Define the WHY

Ad Rotation/Radius

25 Mile Radius Rule
Different Versions
75% Rule
Avoid Job Ad Fatigue
Increase Diversity

Percentage Rules

90% Rule
3-5 Bullet Points
Qualifications vs
Preferences
200-500 Words

Pay Equity

Equity & Transparency
Laws Impact Algorithm
Guessing Game
Ranking/Visibility

Ban The Box

Background Checks
Drug Screens
Blocked Ads
Exceptions

Keyword Stuffing, White Fonting, Emojis, Images, Links, Videos

@HIRINGTREE

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LAWS OF APPLICANT ATTRACTION



“I am not a Search Engine”

I enable users to refine and steer a conversation towards a desired length, format, style, level of detail, and language. I must be instructed and allowed to learn

6 Types of Artificial Intelligence



Predictive Analytics

Quantitative Analysis, Patterns in Data, Predict Future Forecast and Trends



Sentiment Analysis

Language Processing to determine positive, negative, or neutral stance



Computer Vision

Analyze and interpret people or real world objects

6 Types of Artificial Intelligence



Search and Matching

Extract and interpret content to find probabilistic matching



Conversational Analytics

Analyze a conversation to understand context and extract intelligence



Generative AI

Use of models trained on existing content to generate new content

Thesaurus of Thought

Generative AI



1. Personality
2. Context
3. Action Verbs - Specific
4. References/Examples
5. Hand Hold/Refine

Prompt Engineering



1. Who do you want AI to be?
2. What do you want AI to know?
3. What do you want AI to do for you?
4. What tone of voice do you want AI to be?
5. What do you want AI to tweak or modify?

SAMPLE PROMPT 1

I need you to act as an expert job ad writer, which means you are proficient in developing a compelling job ad to convince an applicant to submit an application. Here are some specific details you need to know about the content of the ad:
Job Title - Title goes here, often your keyword too
Location - (e.g. city, state, zip)
Work environment - (e.g. hybrid, remote, in-office)
Salary - Avoid a range that is too broad
Culture - (e.g. innovation, teamwork, creativity, family-owned)
Company Information - (e.g. mission, values, why candidates want to work here)
Schedule - (e.g. Monday through Friday 8am-5pm)
Core Requirements - (do not include preferences)
Benefits - (focus on core benefits that would be attractive for this role)
Application Process - click to fill out our 3-minute application, and we will be in touch within 24-48 hours

Use a "humorous" and "high-energy" tone, keep the ad in paragraph form, and ensure it's no more than 500 words. Also, include the keyword "keyword" ten times throughout the job ad itself. Another keyword to use is "keyword 2" and please use this seven times in the ad.

End with a strong call to action, detailing the application process as outlined above.



Tone of Voice



positive, friendly, inspiring, motivating, leadership, humorous, strong, aggressive, bold, confident, proud, exclusive, considerate, simple, emotional, elegant, sweet, absurd, weird, odd, excited, innovative, professional, educated, empowering, uplifting, informative, ambitious, goofy, high energy, casual, irreverent, traditional, trendy, serious, respectful, conversational, matter-of-fact, dry humor

"It’s not what you said, but how you said it"



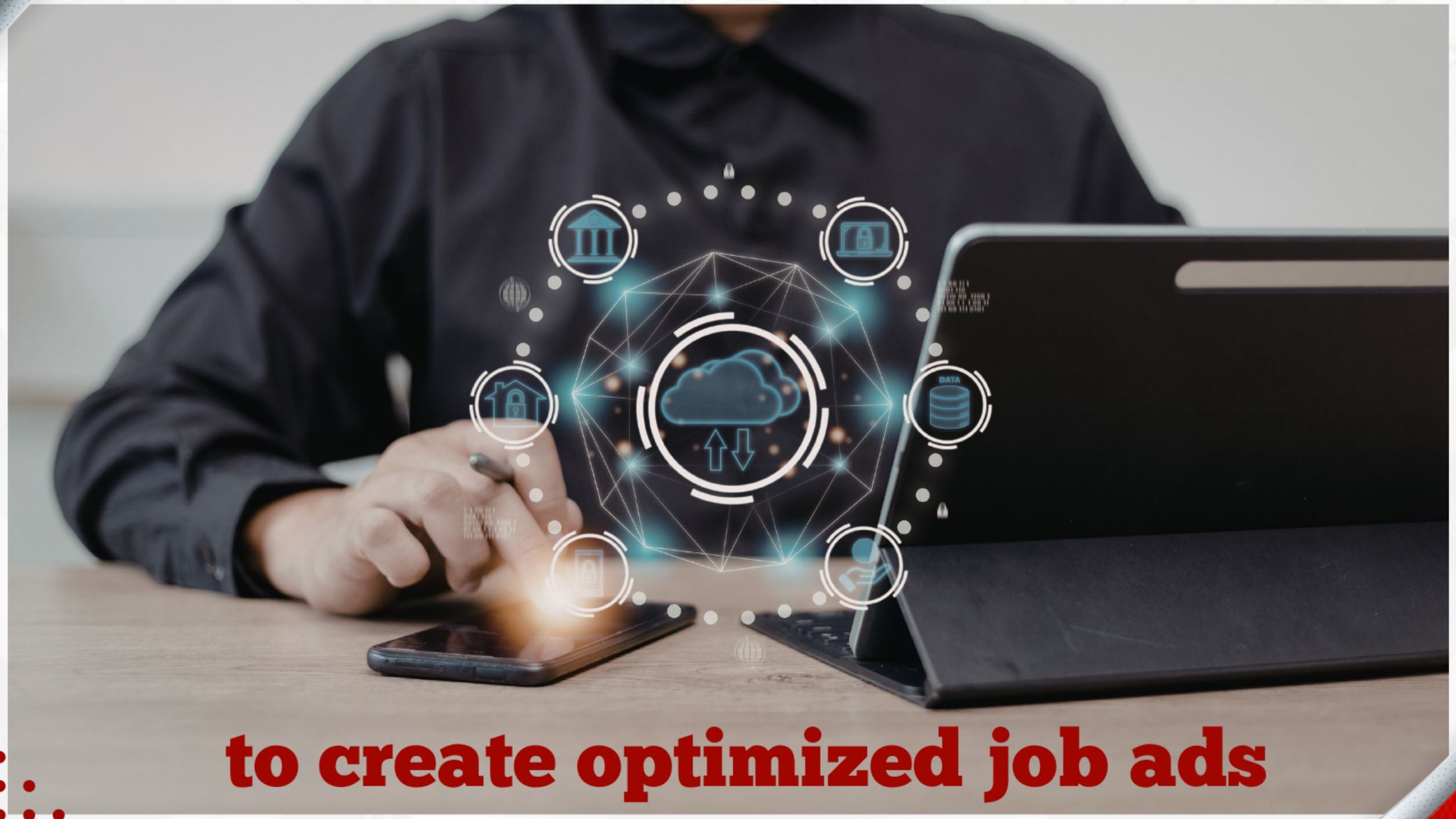
PROBLEM FORMULATION

- **I** IDENTIFY THE CORE PROBLEM TO BE SOLVED
- **D** DIG DEEPER BY BREAKING INTO SMALLER PROBLEMS
- **E** ENABLE PERSPECTIVE DIFFERENT VIEWS
- **A** APPLY CONSTRAINTS TO THE DATA INPUT & OUTPUT



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Let’s show you how to use AI



to create optimized job ads

Steven J Smith, SHRM-CP, PHR



THANK YOU

STAY CONNECTED

The HR Life Podcast







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