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## Lure Talent with the Perfect Job Posting

A recent [article from INC.com](#) tells us that generic job postings with standard qualification lists are boring and ineffective. If you want to attract and hire an exceptional candidate, you need to write and promote an exceptional job posting. So what makes a posting great? It should read like a personal letter to the perfect candidate. Qualified candidates already know what the typical job duties are, so use words telling them why they want to work for you. The article suggests asking four questions before writing your posting:

- What is the real business need for this new hire to address?
- How is success measured in order to recognize a top performer?
- What is the skill set of top performers? What type of personality do they have?
- Why would the perfect candidate want to work here?

### Action Step:

Take some time to ask these questions with your open positions in mind and then revamp each description in order to attract the perfect candidate. It's not about how many candidates you attract. You only need one... the perfect one.

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