

3 Reasons Your Recruitment Ads Don't Work

...And Exactly What You Should Do Instead (A Step by Step Guide)



Isn't it frustrating when you're looking to hire someone new, but your recruitment ad gets 0 applications?

You feel like you've written up an awesome ad, and you cross your fingers that it'll attract someone great. (Actually, you'd just like to get one application... Anyone, please!)

Otherwise, you're back to the drawing board to try and decide 'what next?'

As business owners in the hair and beauty industry, hiring and 'team' seems to be one of the things we struggle with the most--especially when it feels like every other salon is looking too.

You definitely aren't alone if you feel unmotivated, lost and confused when it comes to this area of business. But what I do want you to know, is that hope is not lost.

What you need is a reliable hiring strategy, so when people leave, or you experience growth you have a predictable system to rely on. A recruitment strategy ready and rearing to go, that you know will work each and every time; no guesswork.

A system in place so that you don't have to feel that anxiety anymore... remove the emotional strain out of the hiring process, and replace it with reliable systems and processes.

To start off with, you'll want to ensure that you're not carrying over any bad habits with you. Let's ensure you avoid these 3 things that have the potential to ruin any good recruitment ad, and I'll show you what to do instead

Let's dive into it...

/ You don't have an 'always open' strategy

Someone quits, so you put up an ad to hire someone new. Right?

There is a better way! Be ahead of the game so that you have someone new ready to start as soon a team member leaves.

Taking a reactionary approach to hiring, and only advertising when an existing person leaves, means you are always going to be left short-staffed for a longer period than necessary.

On average, the hiring process takes about three months. Don't run the risk of being pulled back onto the floor, doing extra hours with clients, all while trying to run the business too just because you weren't ahead of the game!

Minimise the chance of losing control of the steering wheel, and no longer remaining in control of your business. Your business needs you out at the front of the ship, being captain and leading the way... not scrubbing the decks with the rest of the crew.

Instead have (what I call) an "Always Open" Strategy. 

Step away from last-minute recruitment when you desperately need someone... Instead, recruit all year round.

You need to always be open in order to be available for the right people to join your brand so that you can be AHEAD before people resign and you don't feel the mad scramble.

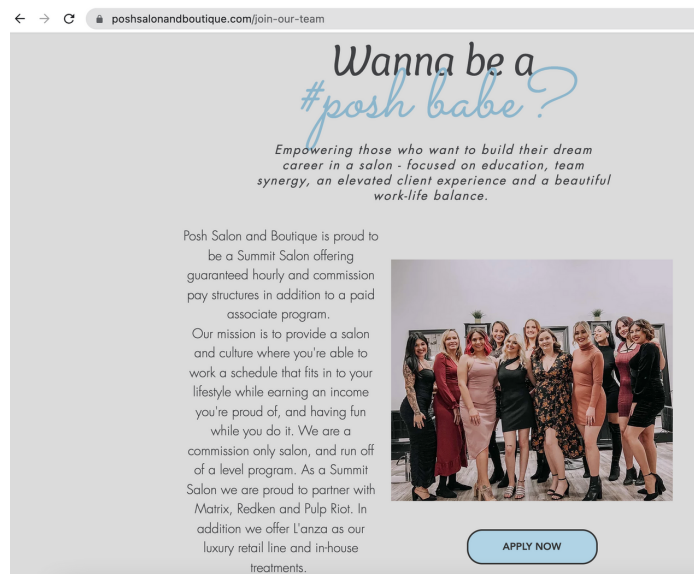
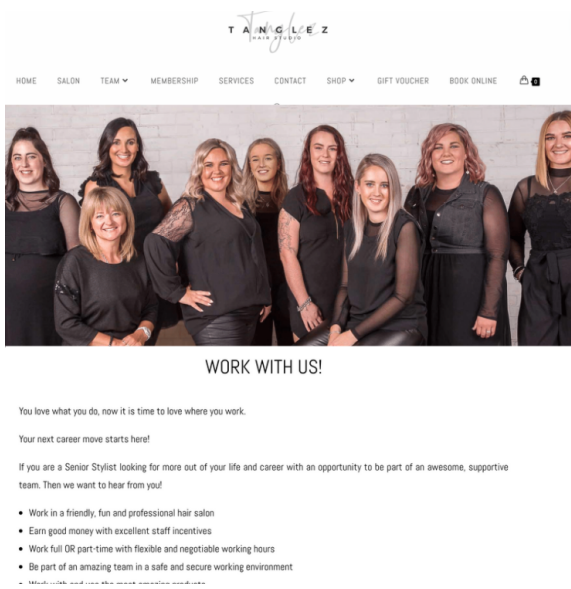
When the perfect team member comes along, you want to be ready for them.

3 REASONS YOUR RECRUITMENT ADS DON'T WORK

Where will you advertise so that you are 'always open' to potential new team members?

(e.g. Website Page, Instagram Highlight, Pinned Facebook Post)

LOVE these!



HOME ABOUT US BOOK NOW CONTACT US MEET THE TEAM PRICING CAREERS

JOIN OUR TEAM



YOUR NEXT CAREER JOURNEY STARTS HERE!

Here at Daisy Jake, we are a close-knit team of stylists. We are always looking for new talent to expand our family!

All you need to do is send your CV to daisyjakehairdressing@gmail.com to chat more about the role.

We are excited and pumped about the possibilities of 2022 and would love to have you join us!

GET IN TOUCH

#2 You look the same as everyone else

You probably already know that social media ads are a great way to find new team members.

The problem is, we see other salons (many of them) looking for staff, and so you look to them for inspiration. What is everyone else doing?

You end up posting “We’re Hiring”, accompanied by a photo of your beautiful designed salon. Ta-da! You’re done... right?

Not so fast! The problem here is that you've fallen into the trap of just doing the same as everyone else.

They're all posting photos of beautifully designed (but empty) salons, backs of clients' heads, talking about “WE'RE hiring”... But it's all the same.

Everyone is doing the same thing.

What do you notice about the below three ads?



What do they have in common? What could they improve on?

3 REASONS YOUR RECRUITMENT ADS DON'T WORK

If you want to find someone great, you need to be, and look different.



You want to be a brand that inspires, and that has people begging to work for it. In order to do that, you need your employment ads to stand out from the crowd.

When a potential new team member is looking to join a new salon, the main thing they want to know is whether they're going to fit in there. "What is the vibe and tribe of the salon, are these the type of people I'm going to get on with?"

Improve the imagery on your team-recruitment ad: Get creative with your imagery & use videos, videos, videos! Video content is truly the way of the future.



#3 Talking too much about 'we'

Are you guilty of writing ads that are all about you and what you want from your employee? but let's think about this for a moment.

Let's hop into the head of someone looking for a new job...

They feel unhappy where they are. They are looking to enjoy their work, get paid more, enjoy the people they work with and maybe expand their careers. Most of all somewhere that suits the way THEY look after their clients.

When you hop into the head of your potential employee while they are job hunting... at that very moment, it's all about THEM! THEY are looking for something that meets her needs.

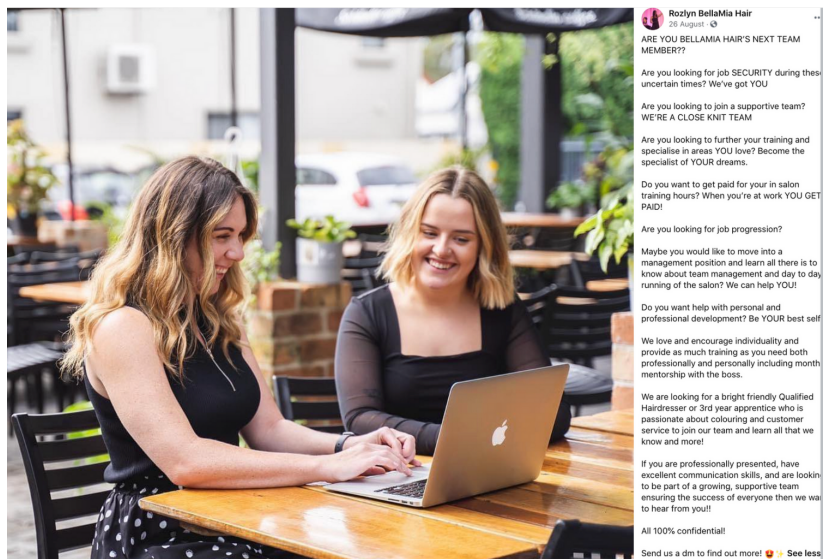
They don't care about you... yet!



All too often we write an ad that's ALL ABOUT US!

Sure, we want to attract people who suit our brand and culture, but...

Save that for later, at this point in the process just focus on getting their attention. It's like dating, it's not all about you on the first date!



One last thing...

Now that you know the 3 big things to avoid in your recruitment ads and what to do instead, it's time to get to work!

I hope this has been a helpful exercise.

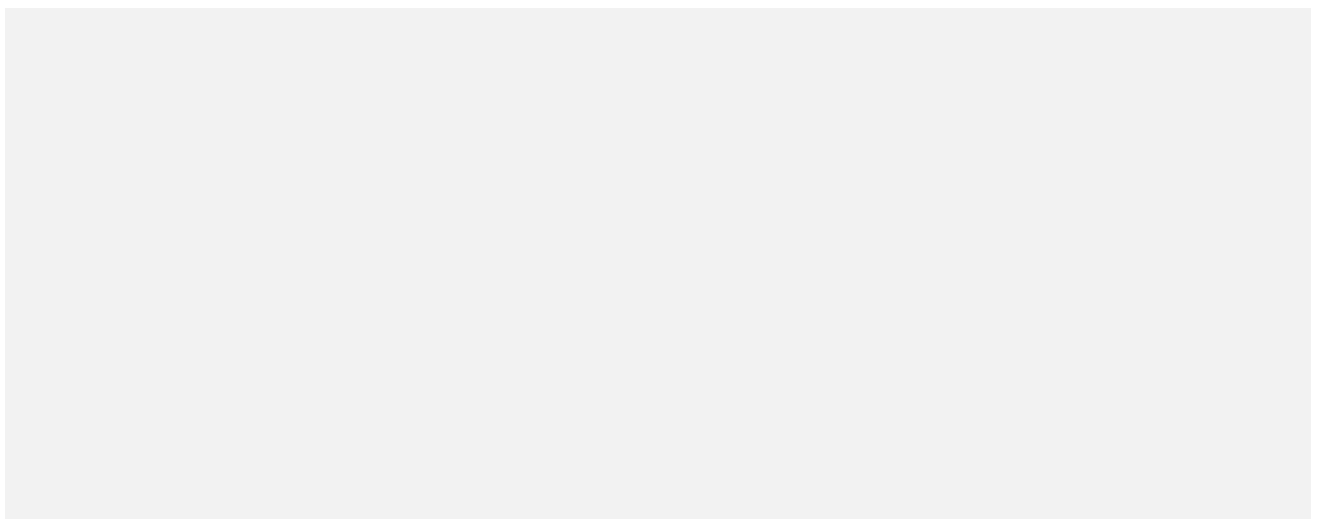
Remember- don't be afraid to try out some new things, and create some attention-grabbing Ads.

Now that you've conquered how to attract the right people you'll be ready to face the interview and selection stages.

Best of luck! I'd love to hear from you, what did you find most interesting or useful?

- Larissa x

NOTES:



COME AND WORK WITH ME:

Salon Mastery



Do you want to SCALE UP your Salon Business over the next 3 months?

If you are looking to grow your Salon & team to the next level... then read on. Right now I am looking for the right Salon & Spa Owners who want to grow their business...fast.

I only work with a certain type of Salon Owner...Is this you?

- ★ You have a team of 4-7 or more and are already smashing \$7-8K a week... or more.
- ★ You are more than ready to step up into becoming a real CEO of your business (rather than another day fully booked on the floor and the business just becomes overwhelming and stressful)
- ★ You want to grow your team and a sustainable business that is not centered all-around YOU...a successful, predictable business that works without you.
- ★ You're willing to be open & coachable, to put the right strategic systems in your business.
- ★ You're a massive action taker.

In 90 days time from now, things can be completely different. A year from now, life & business could be better than you'd imagined.

To see if we're a fit, click the link below and I'll ask you a couple of questions in messenger... and we'll go from there!

<https://bit.ly/ChatwithMeSalonMastery>

Salon Owners
collective