

Writing, The Main Thing Is To Keep The Main Thing The Main Thing.



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Agenda

- We have **30** minutes to cover **4** things.
- I'll be here today and tomorrow if you have any questions, comments, concerns, etc.
- This is what we're going to cover:
 - *Collaboration*
 - *Attracting & Repelling*
 - *Honesty*
 - *Authenticity*
- Don't take notes, just listen. Srsly.

Collaboration

- When a hiring manager sends you a job description, delete it and/or tear it up and never look at it again.
- Ask them to list the **10** most important things about the job.
- If they're not good with words, collaborate with them.
- After that, ask them, within those **10** things, which **3** are critical. In rank order.
- Deliver a diverse slate of candidates that has all **3** of the critical things and as many of the remaining **7** as humanly possible.
- This is how you win with hiring managers and candidates. #winning

Attracting & Repelling

- Render your new job description in 160 characters. Not for Twitter. This is so that you get to the point quickly with anyone you talk with about the job.
- Candidates give zero fucks about your benefits until they're interested. So, create a clear path to interest (or no interest).
 - The candidate gets a taste. Interested or not?
 - The candidate learns more about the job. Interested or not?
 - The candidate learns more about the team. Interested or not?
 - The candidate learns more about the company. Interested or not?
 - The candidate learns what's in it for them. Interested or not?
- Then ~~shit~~ gets real. Don't shoot your wad, they don't have the attention span nor the desire to care until proven otherwise.

Honesty

- Communication with candidates is all about honesty. So don't ~~fucking~~ lie. Ever. Like ever ever. If you lose a candidate, so be it. If you lose the perfect candidate, so be it. The two immovable rules of candidate communications:
 - **Rule 1** – Don't lie.
 - **Rule 2** – See **Rule 1**.
- Become a candidate advocate. Care more about their interests. In fact, their interests supersede the job, the team, the hiring manager, the company, your peers and, your English bulldog aptly named Darkness. The candidate is your sole responsibility. Period.
- You want to know these candidates for the rest of your life. If you don't, please leave recruiting as you're ~~fucking~~ it up for the rest of us.

Authenticity

- Authenticity isn't a cape that you can take off and put on. If done well, it's permanent.
- People act like authenticity is easy or even cliché. It's not. It's hard as ~~fuck~~ because you're going to offend someone, somehow and in some way. Without knowing it, you're going to trample toes and sacred cows.
- Authenticity is a filter, it filters people out and in. Embrace your filter.
- “To thine own self be true” Polonius in the play Hamlet by Shakespeare. It's not just a quote from a play, it's the source code to great writing.
- Write from your **heart** not your head. Speak your version of the truth. Speak that truth in every way you can. Don't let anyone tread on your truth. Hard stop.

Q&A

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