

A blurred office scene with a laptop in the foreground and a window in the background. The laptop is open and positioned on a desk. The window in the background shows a view of a building with a grid pattern. The overall lighting is soft and warm.

# RECRUITING TOOLKIT

**If you're here, chances are you're tired of the same old recruiting frustrations:**

- Posting job listings that fail to attract great people.
- Sifting through unqualified applicants who aren't the right fit.
- Watching great candidates choose other opportunities.

You're not alone. Most job listings fail because they don't stand out or clearly communicate what makes your company different. The traditional approach doesn't compel high-performing candidates to take action—it leaves them uninspired and uninterested.

But here's the good news: you can control this process. With a few small but impactful changes in your messaging, you can create job postings that grab attention, resonate with great candidates, and encourage them to apply. The truth is, great people are out there looking for meaningful work—**they just need to know why your company is the right place for them.**

**This Recruiting Toolkit is designed to help you:**

- Craft job listings that stand out and attract high-quality candidates.
- Showcase your company's values, culture, and opportunities in a way that resonates.
- Approach recruiting and hiring differently—more effectively, with better results.

**Don't let your next opportunity to hire great people slip away. Use this toolkit to transform how you recruit, hire, and build your team. How you approach the hiring process changes everything. Let's do it better, starting now.**

# Maximizing Your Recruiting Touchpoints

## Maximizing Your Recruiting Touchpoints

Recruiting is more than just listing job openings. Every interaction with potential candidates, customers, and partners is an opportunity to communicate your company's culture, values, and vision. Here's how to make sure you're sending the right message at every touchpoint.

### 1. Website Messaging: About And Careers Pages

- About Page:**
  - Focus on what your company believes, not just its history.
  - Highlight your company's values, vision, and work environment for employees and customers.
  - Communicate your direction and alignment as a company.
- Careers Page:**
  - Go beyond listing benefits and open positions.
  - Include your company's philosophy, core values, and the standards you hold employees to.
  - Show the impact you have on employees' lives through testimonials or examples.
  - Share how you align employees' unique strengths with their roles.
  - Mention benefits, compensation, and flexibility (e.g., remote work).

### 2. Job Postings

- What to Include:**
  - Explain who you are as a company and why someone should work for you.
  - Highlight how you are different from other employers.
  - List qualifications, values, job responsibilities, and benefits in that order.
- Why It Works:**
  - Sets you apart by communicating passion, vision, and expectations.

- Tells a story beyond just the job title and pay.

### 3. Consistent Messaging Across All Platforms

- Company Profiles:** Ensure your message is consistent across platforms like LinkedIn, Indeed, Facebook, Instagram, and even in customer and employee reviews.
- Social Media & Reviews:**
  - Every review (customer or employee) is a story about your company.
  - Use every touchpoint to reinforce your values, vision, and how you care for employees.

### 4. Building Your Brand Through Employee Recognition

- Marketing & Social Media:**
  - Recognize employee achievements, anniversaries, and fun events.
  - Document employee connections and celebrations with photos, videos, and stories.
  - Show that your company's message isn't just words—it's proven through your actions.

### 5. Ingraining Messaging In Your Marketing Strategy

- This isn't a "one-time" effort. Consistency is key.
- Incorporate your messaging into your ongoing marketing strategy, ensuring that every social post, email, and community interaction reflects your company's culture.

### 6. Always Be Recruiting

- Every interaction could lead to future hires—whether it's with a customer, vendor, or community partner.
- Always keep your recruiting message out there, as you never know who is paying attention.

# Website About Page Template

## Example: Luxury Homes Construction Company

### 1. Headline (Who We Are)

- Catchy Intro Statement:** Start with a strong, captivating sentence that immediately conveys what sets your company apart.
  - Example:** "At Elevation Luxury Homes, we don't just build houses—we craft high-end homes where families can thrive for generations."

### 2. Introduction (What We Do)

- Overview of the Company's Expertise:** Provide a brief description of what your company does and the types of projects you specialize in (e.g., custom luxury homes, residential construction, renovations).
  - Example:** "We specialize in designing and building custom luxury homes, combining exceptional craftsmanship with creative solutions to deliver personalized spaces that stand the test of time."

### 3. Our Mission (Why We Exist)

- Mission Statement:** Explain the purpose behind your company's work, emphasizing the impact you have on your clients and the homes you build.
  - Example:** "Our mission is to create high-quality, personalized homes that exceed expectations—delivering not just a home, but a sanctuary where families can create memories for a lifetime."

### 4. Core Values (What We Believe)

- Values as Active Statements:** Describe the company's core values, ensuring they reflect the way your company approaches every project and relationship.
  - Example:**
    - Safety First, Always: We prioritize the safety of our team, clients, and communities in everything we do.
- Creative Problem Solving:** No challenge is too big. We believe in finding innovative solutions to bring your vision to life.
- We Tell It Like It Is:** Transparency and honesty guide every step of our process. You'll always know exactly where your project stands.

- Family Comes First:** We value family above all and understand the importance of creating homes designed for family life.
- Never Cut Corners:** We are committed to excellence in every detail. Cutting corners isn't in our DNA—quality is always our priority.

## 5. The Experience (What It's Like to Work with Us)

- Describe the Client Journey:** Focus on what makes your process different—whether it's your attention to detail, communication, or the way you involve clients in the project.
  - Example:** "We believe building your home should be a collaborative, transparent process. From the first consultation to the finishing touches, we ensure every decision aligns with your vision, and we'll be there every step of the way."

## 6. Our Impact (What We Achieve Together)

- Highlight Signature Projects or Case Studies:** Provide brief descriptions of successful projects and the impact they've had on clients or communities.
  - Example:** "From creating luxurious mountain retreats to modern urban estates, we've built homes that not only reflect our clients' unique lifestyles but also stand as testaments to exceptional craftsmanship and design."

## 7. Call to Action (Engage with Us)

- Encourage Visitors to Take Action:** Invite them to explore more about your services, contact you, or schedule a consultation.
  - Example:** "Ready to start building your dream home? Contact us today to discuss how we can bring your vision to life."

# Example: Website Company "About" Page for a Luxury Homes Construction Company

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## About Us

### Who We Are

At Elevation Luxury Homes, we build more than just houses—we create custom, high-end homes where families can thrive for generations. With a focus on safety, integrity, and creative problem-solving, we ensure that every home we build exceeds expectations, reflecting our clients' unique vision and lifestyle.

### What We Believe

We believe that exceptional craftsmanship begins with the right values, and we live by those values in every project we take on:

1. **Safety First, Always:** We prioritize the safety of our team, our clients, and the community in everything we do. Every home is built to the highest safety standards, ensuring peace of mind for our homeowners.
2. **Creative Problem Solving:** No challenge is too big. We pride ourselves on finding innovative solutions to every obstacle, making sure that your home is exactly what you imagined, no matter how complex.
3. **We Tell It Like It Is:** You can count on us for honesty and transparency throughout the entire process. We believe in straightforward communication—no surprises, no hidden fees, just the truth.
4. **Family Comes First:** Family is at the heart of everything we do. We understand the importance of a home that's built for family life, and we put family values first, both in our workplace and in the homes we create.
5. **Never Cut Corners:** Quality is non-negotiable. We don't take shortcuts, and we never compromise on the craftsmanship that goes into every detail of your home. Excellence is built into every step of the process.

## **Our Vision**

At Elevation Luxury Homes, we're committed to transforming the construction experience for homeowners. Our vision is to become the premier luxury home builder in the region, known not just for the beauty of our homes, but for the integrity of our work. We believe in creating homes that stand the test of time, where luxury meets functionality, and where every detail is a testament to quality and care.

## **Making an Impact**

We don't just build homes; we build relationships. Our clients become part of the Elevation family, and we're dedicated to making the building process smooth, transparent, and enjoyable. With a focus on creative solutions and never cutting corners, we ensure that every home we build is a masterpiece.

We invite you to experience the difference of working with a team that puts safety, integrity, and family first. Explore our portfolio or contact us to learn more about how we can bring your vision to life.

# Website Careers Page Template

## Luxury Homes Construction Company

### 1. Headline (Why Work Here)

- Compelling Intro Statement:** Open with a strong message that highlights why someone would want to work with your company.
  - Example:** "At Elevation Luxury Homes, we believe in building more than just homes—we're building careers that matter."

### 2. Introduction (Who We Are as a Workplace)

- Overview of Company Culture:** Describe what makes your workplace unique, emphasizing values like safety, family-first principles, creative problem-solving, and commitment to quality.
  - Example:** "We're a team that values craftsmanship, transparency, and creative problem-solving. We don't just build homes, we build relationships with clients and each other, always putting family and quality at the forefront of everything we do."

### 3. Core Values in Action (How We Operate)

- Describe Your Values as They Apply to the Work Environment:** Show how these values are reflected in daily operations and workplace culture.
  - Example:**
    - Safety First:** We ensure a safe, secure environment on every job site—protecting our team, clients, and contractors.
    - Creative Solutions for Every Challenge:** We encourage our team to think creatively and come up with innovative solutions to overcome construction challenges.
    - Transparency and Honesty:** Communication is key. We foster an open and transparent workplace where everyone's voice is heard, and problems are addressed head-on.

- Family Comes First:** We understand the importance of balance. We support our employees in prioritizing their families and personal lives, and we create a work environment that feels like family.
- Craftsmanship Without Compromise:** We take pride in our work. Cutting corners is never an option, and we expect excellence in every aspect of our projects.

#### 4. Benefits & Perks (What We Offer)

- Highlight Unique Benefits and Perks:** List the reasons why someone would want to join your team, from compensation to work environment perks.  
**Example:**
- Competitive Pay:** We offer salaries that reflect your expertise and dedication.
- Comprehensive Health Coverage:** Medical, dental, and vision plans to ensure your health and well-being.
- Flexible Scheduling:** We support a healthy work-life balance with flexible hours that fit your lifestyle.
- Opportunities for Growth:** We invest in your development, offering training and leadership opportunities.
- Family-Oriented Culture:** We're a team that values family and community, both inside and outside of work.

#### 5. Open Positions (What's Available)

- List Current Openings:** Provide brief descriptions of open roles, focusing on the impact each position will have and the values that align with the role. Example:
- Construction Project Manager:** We're seeking a Construction Project Manager to lead luxury home builds from start to finish, ensuring top-quality craftsmanship and an exceptional client experience. Learn more and apply.

#### 6. Call to Action (Join Our Team)

- Encourage Candidates to Apply:** End with a strong call to action that invites job seekers to explore opportunities and apply. Example: "Ready to build a career at Elevation Luxury Homes? Explore open positions or send your resume to [careers@elevationluxuryhomes.com](mailto:careers@elevationluxuryhomes.com)!"

# Example: Website Company "Careers" Page for a Luxury Homes Construction Company

## Careers at Elevation Luxury Homes Why Work Here?

At Elevation Luxury Homes, we believe in building more than just stunning luxury homes—we build careers that matter. We're a team of professionals who value creative problem-solving, straightforward communication, and putting family first. If you want to be part of a company that never cuts corners and always prioritizes safety, then Elevation is the place for you.

We offer a workplace where innovation thrives, where honesty is the foundation of everything we do, and where every team member feels valued and supported. If you're passionate about craftsmanship, attention to detail, and creating luxury homes that stand out, we want you to join our family.

## Our Core Values in Action

- Safety Is Non-Negotiable:** Your safety and the safety of our clients is our top priority. We follow strict safety protocols on every job site to ensure that everyone goes home safe at the end of the day.
- Solving Problems Creatively:** We don't believe in cookie-cutter solutions. Every project presents unique challenges, and we empower our team to think creatively and find the best way to bring our clients' vision to life.
- Honesty and Transparency, Always:** We value open and honest communication. Whether we're discussing project timelines or job expectations, we believe in telling it like it is and making sure everyone is on the same page.
- Family Matters:** We believe in a healthy work-life balance and support our employees in putting their families first. We know that great homes are built by people who feel fulfilled both at work and at home.

- Craftsmanship Without Compromise:** Cutting corners isn't in our DNA. We pride ourselves on our attention to detail and commitment to delivering the highest quality work. Every home is a reflection of our standard for excellence.

## What It's Like to Work Here

At Elevation Luxury Homes, we foster a work environment where every employee is encouraged to grow and develop their skills. Hear from our team:

*"I love working at Elevation because they actually live by their values. There's no cutting corners, and we're always looking for creative ways to solve problems." – Alex, Project Manager*

*"The honesty and transparency in this company are refreshing. We know exactly what's expected, and that makes for a great team atmosphere." – Emily, Construction Supervisor*

We provide an environment where safety is prioritized, family is respected, and excellence is demanded—because we know that great homes come from great people.

## Benefits & Compensation

We value our team and offer a comprehensive benefits package:

- Comprehensive Health Coverage: Medical, dental, and vision insurance to keep you and your family healthy.
- Retirement Savings: 401k with company matching to help you plan for the future.
- Work-Life Balance: Paid time off and flexible scheduling to support your family-first priorities.
- Growth Opportunities: We believe in promoting from within and offer training and development to help you advance your career.

## Open Positions

Ready to join a team that values craftsmanship and creativity? Here are our current openings:

- Construction Site Supervisor**
  - Company Overview: Elevation Luxury Homes builds high-end custom homes with a focus on safety, innovation, and excellence. We are looking for a dedicated Site Supervisor to manage the daily operations of our projects.

- Responsibilities: Oversee construction sites, ensure safety protocols, manage subcontractors, and ensure projects stay on schedule and meet quality standards.
- Qualifications: 5+ years of experience in construction management, a commitment to safety, and strong leadership skills.
- Benefits: Competitive salary, flexible scheduling, health insurance, and retirement savings plan.

#### **Interior Designer**

- Company Overview: At Elevation Luxury Homes, we believe that luxury is in the details. We are looking for an Interior Designer who shares our passion for creativity and quality to work alongside our clients in bringing their vision to life.
- Responsibilities: Collaborate with clients and project teams to develop design concepts, select materials, and ensure that the design aligns with the client's expectations and our quality standards.
- Qualifications: 3+ years of experience in luxury home design, a strong portfolio, and excellent communication skills.
- Benefits: Competitive salary, health benefits, paid time off, and a supportive work environment.

## **How to Apply**

Think you're a good fit for Elevation Luxury Homes? We'd love to hear from you! Submit your resume and cover letter to [careers@elevationluxury.com](mailto:careers@elevationluxury.com). Even if there isn't an open position that matches your skills, feel free to reach out—we're always looking for passionate, talented individuals to join our team.

See what makes working at Elevation different!

# Job Posting Template

## [Job Title]

### Who We Are

Introduce your company by **highlighting what makes you unique**. Mention the values, mission, and key attributes of your company culture that potential candidates will resonate with. Aim to differentiate yourself from standard job postings by highlighting what sets you apart.

### Why You Should Work with Us

- Bullet points listing **key differentiators of your company's culture**, work environment, and values (e.g., remote flexibility, innovative mindset, fun work culture, personal growth opportunities, etc.).
- These points should be unique to your company and **reflect why someone would want to work** there beyond the basic salary and benefits.

### The Role

Clearly describe the role. Include responsibilities, but make sure the description is engaging and aligns with your company culture. **Highlight the purpose of the role** and how it impacts the team and the company.

### What You'll Do

- Use bullet points to outline **primary tasks and responsibilities**.
- Keep the **tone positive and exciting** to appeal to candidates looking for more than just a to-do list.

### What We're Looking For

List the skills, qualifications, and values that are important for the role. Make it clear that you're looking for **someone who aligns with both the technical requirements and your company culture**.

## What We Offer

- Bullet points outlining **benefits and perks** (e.g., remote work options, health benefits, career growth opportunities, etc.).
- These should stand out from typical job listings, **highlighting the unique aspects** of working at your company.

## Join Us

Provide clear instructions on how to apply. Include a call to action that aligns with your brand tone. **Example:** Ready to join a company where creativity thrives? Send your resume to **[email]**. Be sure to create a sense of **excitement or connection**.

## Example: Job Posting for Construction Project Manager

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### Who We Are

At **Elevation Luxury Homes**, we're dedicated to building high-end custom homes with uncompromising quality. Our work goes beyond construction; we create spaces where families can thrive. We prioritize safety, creative problem-solving, and honesty in everything we do. Our team operates with a "family first" mindset, and we never cut corners. We believe that luxury is built into the details, and we need a Project Manager who shares that passion.

### Why You Should Work with Us

- We prioritize **safety** in every project, ensuring that all workers, clients, and subcontractors are protected.
- We encourage **creative problem-solving** on every site—no two projects are the same, and we rely on our team to think outside the box to deliver the best results.
- We're known for being **straightforward and transparent** in our communication, both with clients and within our team. You'll always know where you stand and what's expected.
- **Family comes first**, both for our clients and our employees. We support work-life balance and create a collaborative environment that feels like family.
- We hold our work to the highest standards, **never cutting corners**, and always delivering excellence.

### The Role

We're looking for a **Construction Project Manager** to oversee luxury home builds from start to finish. In this role, you'll manage day-to-day site operations, ensure projects stay on schedule, and maintain our commitment to quality and safety.

### What You'll Do:

- Lead and manage construction projects, ensuring they're completed on time and within budget.
- Collaborate with architects, designers, and clients to ensure each project aligns with the client's vision.
- Ensure all safety standards are followed on-site.
- Communicate clearly and effectively with subcontractors, clients, and the internal team.
- Solve problems creatively, finding innovative solutions to construction challenges.

## What We're Looking For:

- 5+ years of experience in project management within the construction industry.
- A track record of delivering projects on time, within scope, and budget.
- Strong leadership skills and the ability to communicate effectively.
- A commitment to safety, quality, and never cutting corners.
- The ability to creatively solve problems and think on your feet.

## Benefits:

- Competitive salary and performance-based bonuses.
- Comprehensive health coverage, including medical, dental, and vision.
- 401k with company matching.
- Paid time off and flexible scheduling to support your family-first lifestyle.
- Opportunities for growth and leadership within the company.

## Join Us

If you're ready to bring your expertise and leadership to a company that values safety, family, and craftsmanship, we'd love to hear from you. Submit your resume and cover letter to [careers@elevationluxury.com](mailto:careers@elevationluxury.com). Let's build something incredible together!

# Traditional Job Posting Example- What You **DON'T** Want

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## Construction Project Manager

### Who We Are

We are **XYZ Construction**, a full-service construction company specializing in residential and commercial projects. We have been in business for over 20 years, delivering quality construction services across various sectors. Our projects range from custom homes to office buildings, and we pride ourselves on delivering projects on time and within budget.

### Job Description

We are looking for an experienced **Construction Project Manager** to oversee and manage multiple construction projects. The candidate will be responsible for planning, coordinating, and executing all phases of the construction process to ensure that projects are completed on time, within scope, and according to client specifications.

### Responsibilities:

- Develop project plans and schedules for residential and commercial projects.
- Manage and coordinate subcontractors, suppliers, and labor resources.
- Monitor project progress and ensure adherence to safety and building codes.
- Prepare reports and communicate project status to stakeholders.
- Address any issues that arise during construction to avoid delays.
- Ensure projects remain within the allocated budget.

### Requirements:

- Bachelor's degree in construction management or related field.
- Minimum of 5 years of experience in construction project management.
- Proven track record of managing construction projects from start to finish.
- Proficiency in construction management software and Microsoft Office Suite.
- Strong understanding of construction processes, building codes, and safety regulations.
- Ability to manage multiple projects simultaneously and work under tight deadlines.

### What We Offer:

- Competitive salary.
- Health, dental, and vision insurance.
- 401k with company matching.
- Paid time off and holidays.

## How To Apply

Submit your resume and cover letter to [jobs@xyzconstruction.com](mailto:jobs@xyzconstruction.com).

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### Key Characteristics Of This Posting:

- Basic company information:** The company provides some details about what it does (residential and commercial projects, 20+ years in business), but there's no deeper explanation of how they approach their work or what makes them stand out.
- No compelling story:** The posting lacks a narrative that would excite candidates or make them feel connected to the company's purpose or values.
- No cultural alignment:** There is no mention of the company's work environment, team dynamics, or core values. It feels like a typical, task-oriented job listing.
- Focus on responsibilities and qualifications:** The bulk of the posting is dedicated to listing the tasks and requirements, without making the role feel inspiring or aligned with a larger company mission.

This type of job posting includes more about the company but still feels generic and doesn't provide any emotional or cultural connection to make it stand out from other similar job ads.

# Facebook Recruiting Ad Template

## Exciting Hook to Grab Attention

Start with an **engaging statement or question** that immediately catches the reader's eye. Make sure it resonates with your target audience and highlights your company culture. For example, "Do you thrive on creativity and innovation? Join us at **[Company Name]**!"

## What We Offer

In short, punchy sentences, **highlight what makes your company different**. Focus on culture, values, flexibility, and the unique work environment (e.g., remote options, growth opportunities, fun office culture).

## The Role

Briefly **describe the open role**, but don't get too technical. Focus on the impact they'll make and how they'll fit into the team. **Example:** "We're looking for a **[Job Title]** who's passionate about **[key responsibility]** and thrives in a collaborative, innovative environment."

## Why You Should Apply

List 2-3 standout reasons **why this job is different from others** (e.g., remote work, company perks, creative freedom). Keep this part short and impactful.

## Call to Action

End with a strong, **action-oriented statement** that encourages readers to apply now.

**Example:** "Ready to bring your creativity to **[Company Name]**? Apply today at **[email]**!"

## Example: Facebook Ad Copy For Elevation Luxury Homes: Construction Project Manager

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### Elevation Luxury Homes Is Hiring a Construction Project Manager!




At **Elevation Luxury Homes**, we do things differently. We're not just building homes—we're crafting high-end, personalized spaces where families can thrive, and we never cut corners to get there.

#### What Sets Us Apart?

- **Family First:** We understand the importance of work-life balance, and we support a flexible schedule that prioritizes family.
- **Creative Problem Solving:** We tackle challenges head-on with innovative thinking—no two projects are alike, and we love it that way!
- **Safety and Integrity:** Safety is our top priority. You'll manage projects with full support from a team that cares as much about doing things right as you do.
- **No-Nonsense Communication:** At Elevation, we tell it like it is—honest, straightforward, and always transparent.

We're looking for a **Construction Project Manager** who shares our passion for creating exceptional homes, without sacrificing quality or cutting corners. If you're ready to join a team that values **honesty, creativity, and family**, we want to hear from you!

#### What We Offer:

- Competitive pay and benefits 
- Flexibility that supports your family and personal life 
- A culture where innovation and craftsmanship thrive 

Are you ready to lead high-quality projects with a team that puts integrity first? Apply today by sending your resume to [careers@elevationluxury.com](mailto:careers@elevationluxury.com). Let's build the future, together.

## Ready to Take Your Hiring to the Next Level?

Your **Recruiting Toolkit** is just the beginning of what's possible. Imagine what you could achieve with a full step-by-step system to attract, hire, and retain the best people in your industry.

### 1. Sign Up for the Hiring Framework:

- Dive deeper with our simple but effective online course that walks you through the entire hiring process. Learn how to attract high performers, avoid common mistakes, and build a team that drives your business forward.
- <https://www.clearauthenticbrands.com/hiring-framework>

### 2. Brand Clarity Workshop:

- Interested in aligning your business for long-term success? Learn how our Brand Clarity Workshop can transform your company's messaging, culture, and recruiting efforts. Gain the clarity you need to stand out and succeed.
- <https://www.clearauthenticbrands.com/brand-clarity-workshop>