

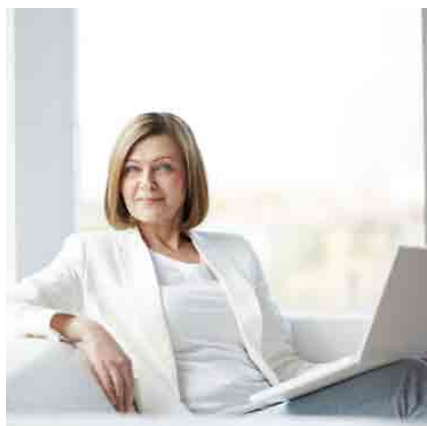
# Powerful Headlines Can Help Ensure the Right Hire

**Y**our job advertisement or opportunity marketing piece will be of little or no value — no matter how much time and effort you put into it, if it does not get read.

The information could be the best possible, but it will only get read after you have first grabbed their attention. In a position description, you must quickly get the reader's attention through the title — or it will not get read. If you think about the articles that you choose to read online, in a newspaper or magazine, you will realize that you typically skim the various headlines, and then decide which ones to read. It will almost always be those headlines that shout out for your attention that you read first. A job description gets read the same way. A reader will typically decide to read the ad based on the first five words of the headline — or less.

## How Can You Create an Eye-Catching Headline?

It is interesting to note that the Japanese followed a unique approach when they wanted to start selling their cars in the United States. They basically copied the engineering, design, and market-



ing techniques already used by US automakers. Instead of re-inventing the wheel, they simply emulated what was already proven to work. Later on — after they had established themselves in the US — they began to improvise and develop their own unique engineering, design, and marketing programs. This policy will work well for you, too. Copy what the best are doing — and then seek to improve it!

Take note of the ads and things that catch your eye. Then imitate those ads and the features of those ads that really grab your attention. You can go one step further by taking note of the things that grab the attention of your best workers. Because you want more people like them, you want to ask them about those things that catch their eye. Get their opinion. Make a folder of those ads and things that you and your best talent really like. Collect magazine ads from publications of all types, and be sure to include a variety — headlines, graphics, style, messaging, etc. Your headlines don't have to be entirely from scratch, you can emulate the best ones.

## Use Brainstorming for Great Headline Ideas

A great tool to use for developing headline ideas, and ads or marketing ideas, is brainstorming. In this process, you gather a variety of people together and col-

lect their ideas — all of them. You do not want to reject or belittle any of them — no matter how ridiculous they may seem at the time. Write down all ideas, you may be surprised later at how a "crazy" idea can be turned into something valuable because it is unique.

When getting people together for a brainstorming session, lay down a few ground rules at the start. They should include three things:

1. No one can criticize someone else's idea.
2. No one can jump immediately on the bandwagon of another idea — good or bad. (This can divert or squelch further ideas.)
3. Let everyone give their ideas and record them all.

Some ideas may even come up/out a couple of days later — after they have had a little time to think about it. They may even wake up in the middle of the night with a thought and realize, "Wow! What a great idea! Be patient with all ideas, and realize that some may even come as they are leaving the table.

## What to Look For in a Dynamic Headline

A headline that is going to do the job you want needs to stand out. It should snap and pop in the mind of the reader. It must be different if it is going to work. There are many ways to do this. It can be intriguing, compelling, fun, bold, a brainteaser, and more — just use whatever will get it noticed by the right reader among the other ads of your competition.

As a general rule, the healthcare industry is more inclined to take a rather conservative stand — because it deals with life and death issues. This means that attention needs to be given with any presentation made to the community. In spite of this, it does not mean that you should rule out imagination and creativity altogether.



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Patrick Ropella is Chairman & CEO of the Ropella Group an international Executive Search, Leadership Transformation, and Corporate Consulting firm. He authored the book and web-based training program, *The Right Hire — Mastering the Art of SMART Talent Management*, and has seen his content featured in many trade magazines, business publications, and industry journals. Patrick regularly speaks at webinars, career fairs, and conferences.

Here are some headlines for the health-care market that may be used to get your idea across. While all of these may not be useable in your field, some of them should get your mental juices flowing.

- Director for "Back to the Future testing laboratory. Are you an aspiring "film • producer? Check out our new X-RAY facility!
- Work or hobby? Here at Prestige Medical Center what's the difference?
- Food service opportunities Where people feel as nourished by your kindness as they do by the food you serve!
- Records Database Manager — Others may call you a perfectionist; we call you just right!
- Open Minds and Open Hearts — Nurses like this thrive in our environment.

### What You Can Do with Headline Ideas

With the above headline ideas, as well as the ones that you should now have gathered from your brainstorming session and sample advertisements you have collected, you should have a very good place to start. Now, meet with your advertising or marketing department and turn some of these great ideas into something that will turn heads. Together, you can come up with some great headlines that not only draw attention, but will also align with the culture of your organization.