



ACTION PLAN

GROW YOUR TEAM **LESSON 3**

ACTION PLAN

GROW YOUR TEAM

LESSON 3 SHARE THE OPPORTUNITY

Welcome to week three of the **Grow Your Team** action plan! This week, you'll be putting the finishing touches on your job description for the position you're hiring for, and then sharing that job with the world so you can start getting interest in the position and accepting applications.

Action Step #7

Your first action step is to **write a job description for the position.**

This will be a lot easier than it would have been if you were starting from scratch, as you've already done a fair amount of work over the past couple of weeks. You've figured out the exact role of responsibility you're hiring for, identified the key outcome/result you expect from this person, and created lists of skills and characteristics that are important for this person to have.

We've included a *Job Description Template* in the Resources section that you can use to finish up your job description and make sure it includes all the important details.

Of course, don't forget to include a "how to apply" section at the bottom of your job post, instructing your candidates where to email you and what you want to see from them.

ACTION PLAN

GROW YOUR TEAM

Action Step #8

Your next step is to **share your job description on hiring websites, Facebook groups, or with your audience.**

There are three main places you can share your job description:

- 1. Hiring websites:** In the Resources section, we've provided a PDF list of different websites you can post the job description.
- 2. Groups online:** A common places to share opportunities like this is inside Facebook groups, but be sure to check the group guidelines to make sure you're allowed to share the opportunity. Most likely, you won't see a rule about it, so just message the group administrator and ask if it's allowed.
- 3. Your own audience:** Even if you don't have a large audience, you probably have a small network of peers, an email list, or social media following. Regardless of the size of your network, sharing your job description can be one of your best opportunities because you're most likely to find someone who's a good fit for your company culture.

One word of caution when reaching out to your network: it's never a good idea to hire someone just because you know them or because someone you know referred them. Often, people try to be helpful by giving referrals, even if they don't necessarily know that person very well. Thoroughly vet all your applicants wherever they came from.

Of course, if you don't receive as many applications as you'd like, proceed to share the job in even more places, so you can get a big enough pool of applicants to find the perfect person. As the applications come in, be sure to respond to them right

ACTION PLAN

GROW YOUR TEAM

away and let them know what to expect. Tell them you've received their application, you're reviewing it, and that you will follow up with them if you are interested in interviewing them for the position.

Action Step #8

Your last step is to **review applicant resumes and cover letters.**

You'll want to read through their cover letters, check out their bios, check out their social media, and websites. By doing this, you'll be able to screen your candidates and invite your top ones to interview.

LESSON 3

SHARE THE OPPORTUNITY

ACTION STEPS

Step 7

Write a job description for the position. (Be sure to include a “how to apply” section.)

Step 8

Share your job description on hiring websites, Facebook groups, or with your audience.

Step 9

Review applicant resumes and cover letters.