

Winner's Writing Process

What specific business objective am I seeking to accomplish with this project ? why is it important ?

- Get clients to post an offer on the website or respond to the mail to book a consultation call.

What part of their online presence/ funnel is needed to achieve this business objective ?

- Email outreach, Copy of landing Page

Who am I talking to ?

- Men and Women
- Aged 30-60
- HR, CEOs, Founders, Managers, Owners of Hotels, Restaurants
- Approximately 100k a year or more
- French Speaking Switzerland

Where are they at now ?

checking their emails, sat down at their office, drinking a cup of coffee.

Painful Current State

- Frustrated/Angry:
 - Candidates are not qualified.
 - No candidates show up.
 - Taking way too much time switching platforms to post jobs.
 - Receiving junk resumes of applicants that were not qualified.
 - Having to go through a cluttered and error ridden website, during the recruitment process.
 - Highly priced, or mispriced offer (value/pricing ratio)

Desirable Dream State

- Easiness of posting a job, automatically posting it. The whole job posting and usage of the platform feels smooth from start to end.
- Feeling more productive, as a lot of time is saved by having to post on one platform.
- Feel heard, my demands are responded to actively and fast. I even get asked if everything is working and good.
- "I get people that really want to work this specific job posting."
- Being able to secure a wide net of applicants that are well qualified for the job posting.
-

Values and Beliefs

- Level 3 product awareness, Stage 3-4 Market sophistication.
- Tried other websites and didn't find any success.
- They believe that:
 - Platforms are hard to use and not intuitive.
 - They waste too much time on filling out forms and setting up their accounts.
 - They blame their non success on customer service for these kinds of sites being non responsive and feel ignored.

- The services are often costly, and do not provide the results wanted, wasting money.
- They value effective customer service.
- Want a scalable platform : For the volume of recruiting

Where do I want them to go ?

- Open the email
- Read the email
- Create an account
- Post a job offer

What are the steps I need to take to get them from where they are to where I want them to go ?

- Open the email
 - Subject line must create curiosity. Make them want to open the email
 - It must not look salesy or automated, Personalized.
- Read the email
 - Underline current pains
 - Pains relieved thanks to coffee metaphor, our platform.
 - Promising of desired outcome + new mechanism (matching system)
 - Giving details on how outcome is achieved.
 - Urgency/ FOMO: Don't miss out !
- Create an account
 - Free launch offer
- Post a job offer

Email draft

Subject : Your Next Hire is Just a Coffee Break Away with Yobbiz...

Dear Sir/Madam [personalize with recruiter's name],

Are you tired sifting through stacks of unqualified CVs every single day?

Yobbiz is like that **ready-made cup of coffee**: an instant, invigorating solution for your hiring hurdles.

Our **intelligent matching system** automatically selects the highest compatibility candidates and showcases your posting only to **the crème de la crème** of the job market.

Save **time**, **money** and eliminate the frustration of engaging with candidates who don't meet your standards, while reaching untapped talent with **social media promotion** of your offer, and more.

As a valued recruiter within the vibrant world of hospitality, we cordially invite you to experience the Yobbiz difference.

Don't miss the chance to enjoy a cup of coffee courtesy of Yobbiz.



Click here [link] to take advantage of **1 Premium job offer for free** and create your Yobbiz account.

Reply to this email to schedule a consultation call, or disregard to continue your search for the ideal candidate.

Yours faithfully

[Name]

[Position]

Yobbiz

P.S. Should you have any inquiries or specific needs, please don't hesitate to respond to this email. We're here to provide you with dedicated support.