

Readers immediately sense rough edges, showing that the writer lacks (i.e., you lack) polish, sophistication. That may be a no-no for your B2B audience. ①

After a mere 97 words, the writer is selling, pushing, assuming. Readers may push back before they've even started, thinking, "How can you possibly know what I need?" ②

This sidebar title, a declarative statement, 1) does nothing to draw the reader in, and 2) doesn't make sense. Finding a needle in a haystack is already hard. Can it really get harder? ④

Page 1: Introduction	
before rewrite	after rewrite
<p>As your company grows by leaps and bounds, you're under lots of pressure to fill positions faster, interview more quickly, and bring in better candidates. Sure there are tons of job seekers out there, but that just makes it harder to find the right ones for your tough-to-fill positions. Plus, everyone in your company is juggling lots of tasks, making it difficult to corral the right people to set aside time for interviews and provide post-interview feedback.</p> <p>To complicate matters, you want to hire from the cream of the crop – and that pool will always be small.</p> <p>What you need is a process that makes recruiting and hiring easier for everyone in your company. And one that delivers a consistent and positive applicant experience to sell standout candidates on your company and position it as the employer of choice.</p> <p>[Sidebar/callout] It's Getting Harder to Find the Needle in the Haystack "Heading into 2014, the challenge of finding suitable professional talent continues to plague SMB leaders. Nearly 60 percent of all respondents report difficulty or extreme difficulty in finding qualified professional and management talent for open positions. About one-third of SMBs report finding it neither easy nor difficult, and only 9 percent say identifying qualified talent is easy." – The Lucas Group, SMB Job Generation Outlook Q4 2013 [End sidebar/callout]</p>	<p>Your company is growing. The pressure is mounting.</p> <p>"Fill positions faster!" "Interview more quickly!" "Bring in better candidates!"</p> <p>Yes, job seekers are out there—in large numbers.</p> <p>But more candidates make it harder for you to sift and sort, to interview and evaluate, so that the cream of the crop rises to the top, allowing you to identify the best people for your positions.</p> <p>What's a growing company to do?</p> <p>[Sidebar/callout] Tired of the needle-in-the-haystack approach? You're not alone. "Heading into 2014, the challenge of finding suitable professional talent continues to plague SMB leaders. Nearly 60 percent of all respondents report difficulty or extreme difficulty in finding qualified professional and management talent for open positions. About one-third of SMBs report finding it neither easy nor difficult, and <i>only 9 percent say identifying qualified talent is easy</i> [emphasis ours]." – The Lucas Group, SMB Job Generation Outlook Q4 2013 [End sidebar/callout]</p>

Instead of pushing, the rewriter asks readers to join a conversation and think along with her. She attempts to engage readers with a question. ③

This sidebar heading, instead of stating the nonsensical or obvious, tries to draw readers in with a question. ⑤

Hmm. What's the rewriter up to? She emphasizes a piece of sidebar quote. Readers may not notice or understand why yet, but they will in a moment. ⑥

After telling readers that “what you’re doing doesn’t cut it,” would you, after your first 214 words, speak this way to people in person?

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This isn’t bad content, but it’s coming too soon. “WHY is the writer talking about this? And where are you going with it? You already declared that I ‘need’ a process, so why are you harping on what’s broken?”

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Page 2: Setting up what’s to come	
before rewrite	after rewrite
<p>Your Current Hiring Process Doesn’t Cut It Let’s face it – it’s not so simple to hire the right staff, though it may appear so to outsiders. You put out a job description, choose a few candidates from the pool of responses, set up interviews with hiring managers and make an offer to the most desirable candidate.</p> <p>Sounds easy in theory. But it’s no small task to brand your company as the employer of choice, source and recruit qualified candidates, and efficiently schedule everyone’s time for interviews. And let’s not forget that you need to solicit and gather feedback so the company can make the best hiring decision, <i>and</i> quickly make an offer to the top candidate.</p> <p>In fact, the entire process is pretty tough – especially when you’re relying on outdated recruiting and hiring processes and tools.</p> <p>Does this sound familiar?</p> <ul style="list-style-type: none">• You use spreadsheets, Google Docs and whatever means necessary to track your applicants, their status in the interviewing and hiring process, and your company’s take on each candidate.• You send lots of emails to colleagues and applicants to find out when they’re available for interviews, how interviews went, and what the hiring manager thinks about the candidate. If you don’t hear back, you need to track down managers and applicants so you have a sense of what’s going on. Even when you do hear back, feedback format varies wildly, making it hard to compare candidates.• Sometimes your company rejects a candidate but brings the same person in 6 or 12 months later for a new position. If	<p>Wait a minute.... Did you catch that statistic from The Lucas Group? <i>“Only 9 percent say identifying qualified talent is easy.”</i></p> <p>So ... even though most companies are ... and your company is ... struggling to do hiring right, <i>SOME</i> companies are doing it already.</p> <p><i>With ease.</i></p> <p>Nine percent of companies.</p> <p>What does that nine percent know that you don’t? What’s their secret?</p> <p>Although we can’t know for certain the secrets of those particular companies, we do know one secret. It’s a secret that will help you hire faster, with greater ease and efficiency. And make your life much better to boot.</p> <p>That’s what we’re going to talk about in this ebook. Coming up.</p> <ul style="list-style-type: none">• Hold up your current hiring process to the mirror of the “easy” or ideal process• Explore a proven, easy way to align your process with the ideal• Learn how to do the work your company wants you to do— better and faster• See how you can get more strategic about hiring and increase your value to the company

Oops. Another rough edge. 11

Ah! Here’s why the rewriter emphasized a portion of that quote; she saw it as an “in” for introducing what the ebook owner **really** wants to talk about. Then, continuing the conversation with readers, the rewriter wonders, “What does that nine percent know that readers might not?” Good question.

8

It’s nice to know where you’re going, don’t you think? The rewriter provides a roadmap, letting readers know what they can expect in coming pages. The roadmap puts readers in control by giving them the opportunity to say, “Nah, this ebook isn’t for me,” or to continue.

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“Yawn. You’re stating the obvious. And I’m not even sure why....”

12

“Email recruiting? That’s the first time the writer has mentioned ‘email recruiting.’ Who says I’m doing that? Maybe this text is a remnant from an earlier draft?”

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only you had captured every interviewer’s opinions, insights and feelings about the candidate!

As companies grow, they often overlook the importance of putting formal processes in place. Yet it’s important at any stage of a business to do things in a repeatable manner – after all, you can’t measure how well things are going if you’re doing it differently each time. How can you possibly make sure you’re making the best hiring decisions when some managers are basing their decisions on gut instinct while others are basing it on the data in front of them?

The fact is, the many hidden costs of email recruiting are holding you back, leaving you:

This “rock ‘em, sock ‘em” language (i.e., your language, as far as readers know) may be too colloquial for your B2B audience. **14**

Unfortunately, the writer missed a writerly basic: Parallelism in bullet points. **15**

If the reader has not by now sensed that the writer attended the “Infomercial School of Copywriting,” then this sales-y language—inappropriate in a business ebook—makes it crystal clear. **16**

Penultimate page: Wrapping it up	
before rewrite	after rewrite
<p>Show ‘em why you matter</p> <p>We bet your top management understands the importance of hiring the best qualified candidates. But they likely don’t get what it takes to make that happen. So you need to show them what you’re worth. But that’s nearly impossible to do when you’re struggling to track and manage every detail with emails and spreadsheets. In fact, can you be certain you are helping your company make the best hiring decisions when you can barely keep your interviewing schedule straight?</p> <p>Imagine being able to show:</p> <ul style="list-style-type: none"> • The before and after impact of your recruiting and hiring spend • Your pipeline of candidates • Where candidates are falling out of the hiring process • Compare the hiring rates of different departments <p>With a recruiting platform, you can easily track all candidates and steps in the process, and generate reports that show the ROI of all your investments in recruiting and hiring.</p> <p>But that’s not all. With a repository of real-time, accurate information at your fingers, you can highlight where your company is falling down when it comes to hiring. Just think—you’ll be able to pinpoint any problems that are preventing your company from attracting the right people (or enough of them) or hiring top talent. At the same time, you’ll know exactly what your company is doing to quickly hire top-notch talent. And, by screening better, you can present hiring managers with a larger pool of qualified candidates.</p>	<p>Increase your value to your company.</p> <p>Company leadership knows how important it is to hire the best-qualified candidates.</p> <p>But they may not know what it takes to make that happen.</p> <p>Your job is to show them what it takes and, in doing so, to show them your worth.</p> <p>A recruiting platform not only allows you to hire the best candidates fast. It also allows you to generate reports that show the ROI of investments in recruiting and hiring, as well as where your company needs to improve to support better hiring.</p> <p>With just a few clicks, you’ll be able to show:</p> <ul style="list-style-type: none"> • The before and after impact of your recruiting and hiring spend • Your pipeline of candidates • Where candidates are falling out of the hiring process • The hiring rates of different departments <p>Do you sense a raise in your future?</p>

The rewriter is still conversing with readers, knowing that the goal is to dialogue, not to present a shove-it-down-their-throats, buy-me-now pitch. She also knows that the conversation is about readers’ wants and needs. **17**

Final page: Call-to-action	
before rewrite	after rewrite
<p>Get On Board with a Recruiting Platform So there you have it – the secret to effective recruiting and hiring is a recruiting platform. With it, you can make every aspect of your process more efficient, from attracting and vetting candidates to determining if they’re the right hire for your organization.</p> <p>By centrally storing and managing all information associated with recruiting and hiring, a recruiting platform [sic] brings order to an otherwise chaotic process. Plus advanced versions include built-in tools and guidance for interviewing and scoring candidates. And they also provide the reports and tools you need to measure the effectiveness of your current processes and identify opportunities to take your recruiting and hiring to the next level.</p> <p>Ready to learn more about how you can benefit from a recruiting platform?</p>	<p>Recruiting platform or bust: Take the next step.</p> <p>There you have it. Now you know the secret of effective recruiting and hiring.</p> <p>It makes sense, really, in this age of systems and solutions.</p> <p>And if your company is in growth mode, a recruiting platform makes sense now. Today.</p> <p>Our platform, [name here], fulfills all of the promises we talked about in this ebook—and more.</p> <p>We invite you to visit our website to learn more about the specific features and functions of [name of platform].</p> <p>From there, you can sign up for a free trial—no credit card required.</p> <p>See for yourself why we’re the #1 hiring platform for growing companies.</p>

Of all points covered, why rehash these particulars at the end of the conversation? It’s almost as if the writer knows readers are walking away. She’s hollering after them in a trailing voice, “What? You’re leaving? Let me tell you these final thingssss....” (18)

This conclusion ties back to, yet does not rehash, important points covered earlier. (19)

The conclusion also offers several next steps, including a low-risk free trial—no credit card required. (20)