



THE ULTIMATE TECHNICIAN AD CHECKLIST





Not being able to find good techs when you need them can stop growth, kill productivity, reduce profitability and crush team morale in your shop.

Do a quick search on any job board for “Automotive Technician” or “Diesel Technician” and you’ll get hundreds of job posts that look exactly the same. They’re dry, they’re boring and they talk endlessly about what the shop wants and what techs can do for them.

Your mission – should you choose to accept it – is to use this checklist, bonus idea generators and the accompanying video to make your technician ads come to life.

You’ll Invite techs into a crystal clear and compelling story about the benefits of working for you and sell the dream of what a better life could look like when they join your team.

Ads written this way will grab the attention of good techs, get them excited about applying and keep them interested right up to the day they move their toolbox into the shop.

Instructions:

1. Download and print the full PDF including the checklist and bonus idea generators (this document)
2. Print a copy of your most recent technician ad
3. Watch the video
4. Revise your ad as you watch the video and check off each completed action on the checklist
5. Type up your revised ad and post it to social media and job boards

Quick disclaimer before we dive in:

We hope this goes without saying, but you should never lie about your shop to attract employees. Use this checklist to highlight the actual features and benefits of your business and give a realistic view of what it’s like to work for you. Having a great ad is not going to cover up the fact that you have a crappy business. If you have a crappy business and you know it, the best thing you can do to attract technicians is to fix your business first! If you need help in this area, contact us for referrals to consultants, 20 groups, training and organizations that can coach you through this process.





Optimize your headline: Make it stand out and click-worthy

1		Do you have the position title?
2		Do you list at least one benefit?
3		Do you have at least one click-rate booster?

Create an irresistible opening

1		Do you open by talking about common fears and frustrations that techs have to show them you understand their problems?
2		Do you talk about negative situations and toxic work environments that they may be in right now?
3		Do you address what a tech is probably thinking as they read your ad?
4		Do you give them hope that you're not like all the other shops and they're not wasting their time if they continue reading?
5		Do you have a smooth transition statement?

Polish your magnetic middle: Keep techs glued to your ad by talking about what THEY want

1		Do you list the features and benefits of working in your shop?
2		Do you link to reviews (Google / Yelp / Website) to give proof that you take care of your customers?
3		Do you sell the dream? Are you painting a vivid picture of how their life can transform by coming to work in your shop?
4		Do you show them how you are you are different from other shops?
5		Do you tell a short story about your business that adds credibility?





Draft a compelling close: Invite and inspire techs to take action

1	Does your call to action make it easy to start a conversation?
2	Did you include your Physical Address?
3	Did you include your Email Address?
4	Did you include your Phone Number?
5	Did you mention that they can contact you via Facebook Messenger?
6	Did you include a Mobile Number for text messages?
7	Did you include a Link to apply via your Application Tracking System (ATS)?

Get found on social media with Hashtags

1	Did you add appropriate hashtags to your ad such as: #Tech #Technician #AutomotiveTechnician #AutoTechnician #DieselTechnician #YOURCITY #JOBS #HELPWANTED #ATECH #BTECH #CTECH #MasterTech #MasterTechnician #LubeTech #AutoMechanic #TruckMechanic #DieselMechanic #HeavyDutyTech, etc?
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Make your ad scannable: Most techs don't read ads on the first pass, they scan them

1	Do you call attention to the really important sections of your ad?
2	Do you have headlines and subheadings?
3	Do you have sections in bold?
4	Do you have bullet points?
5	Do you have short, easy to read paragraphs?





IDEA GENERATOR #1:

Things that piss techs off. (Use these to trigger ideas for completing your introduction.)

- Bosses who micromanage
- Low pay
- Being treated like a number, not appreciated
- Working for a shady company that takes advantage of customers
- Working nights, weekends, holidays or after hours on call
- When a shop plays favorites on the work rotation (unfair dispatching)
- Dangerous work areas
- Crappy or unsafe equipment
- Low car count
- Chaotic workflow
- Having a boss or manager that doesn't know what they are doing (unqualified)
- Working for a loser (you need to practice your leadership skills)
- Warranty work
- No A/C
- Toxic work environment (high turnover)
- Shops that try to milk them
- Shops that make big promises and don't deliver





IDEA GENERATOR #2:

What techs want. (Use these to trigger ideas for completing your job description.)

- Good pay with profit sharing and bonuses (when the shop does better they do better)
- Learn something new every day (wide variety of work)
- Flexible schedules (4 x 10 hour shifts / time off for family events and emergencies, etc.)
- To stay busy
- Paid training (career development / tuition reimbursement)
- Transparent workflow / no playing favorites
- A Career path / advancement opportunity
- To be part of something big / something special
- 5 day work week (no weekends)
- Benefits (health / dental / vision / disability / retirement plan with matching)
- Up to date tools and equipment (not afraid to spend money to maintain a well equipped shop)
- To be recognized and acknowledged for their contributions to the team
- Fun activities
- A good work environment
- Employee discounts
- Low stress, family atmosphere, laid-back
- Buy meals on one day per week
- A professional work environment (no prima donnas or drama)
- Strong leadership
- Climate controlled shop (heat and A/C)
- Shops with a system set up that they can make money in (fair dispatching and steady car count)
- A shop philosophy to make doing things right a higher priority than right now
- Paid vacation and personal days
- Long-term employment opportunity / Longevity in employees (a place they could retire from)
- Relocation packages
- Open and honest communication (knowing where they stand with weekly 1-on-1 and team meetings)
- Proof that you take care of your people (personal development / team outing / social media posts / birthday celebrations / etc.
- Clear expectations for the position
- Stocked break room
- Clean place to change their clothes
- Family-owned / Independent shop
- The ability to bounce ideas off of good techs
- Uniforms

