10 Ways to Draw Interest in Less Than Desirable Jobs

and 50 Discrete Benefits
Why LISTEN to HER?

Hi. I’m Maren Hogan. I help companies figure out what to do with their Employer Brand, Recruitment Marketing and even the technologies and services most likely to appeal to their target market.

I’ve been in the space for ten years makin rap tunes.

Just kidding.
How do I get people interested in a dead end job?
For a $10 An Hour Job With No Benefits

Tip
“For people who want to fight the man or who have no desire, your job is to give them something to look forward to.”
FOR PEOPLE WHO WOULD PREFER NOT TO HAVE A JOB AT ALL.
FOR THE OPPOSITE OF A DESK JOB.
FOR A JOB MOST
WOULD TURN DOWN
AT FIRST BLUSH.
FOR A JOB THAT SEEMS DEVOID OF MEANING.
BENEFITS (THAT THEY DON’T REALLY GET ARE BENEFITS)
Lots of coworker interaction

Little to NO coworker interaction

- Flexible scheduling
- Job sharing
- Work from home hours
- Free or low-cost food
- Rides to work
- Proximity to candidates’ home or school
- No dress code
- No phone work
- All phone work
• No computer skills
• No set offices
• Private offices
• ROWE (Results based work environment)
• Gym onsite or subsidized membership
• Health coverage
• No customer interaction
• Willing to hire ex-convicts
• Willing to hire ex-SAHMs

The ability to watch TV while working
The ability to listen to music while working
The ability to surf social media while working
- A set schedule
- A flexible schedule
- A schedule that matches school schedules or daycare schedules
- Benefits for full and part-time workers
- Discounts on company merchandise or services
- Access to the latest books/games/music/software/tech/movies
Continuing formal education
(tuition reimbursement, internal training, certification support)

- A company phone
- A company car
- A company computer
- Contests
- Pay for performance
- Meetings or consistent gatherings
- A recognition program
- Programs that have defined timelines and goals
- A short commute time
- An easy to access destination
• Lunch n Learns
• Willing to hire retirees
• Willing to hire veterans
• Willing to hire LGBTQ
• Willing to hire those without a formal degree
• Willing to hire those with a gap in the resume
• Offering 5-10-20% time to entrepreneurial-minded employees
• Offering a mentoring program and/or volunteer opportunities

Reading clubs, cooking classes, technology classes onsite or taught by other employees
FOR A JOB THAT WILL SUCK THE LIFE OUT OF YOU

Tip
“Offer it, AND a picture of what their life might look like after they complete their ‘mission’.”
FOR A TEMPORARY JOB THAT’S JUST PLAIN HARD.
FOR A JOB THAT HAS NO DISCERNIBLE "UPSIDE".
FOR A JOB WHERE YOU CAN’T USE ANY OF YOUR NORMAL TRICKS.
HOW TO HIRE FOR THE SAME OLD JOB, IN A BRAND NEW REGION.
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Maren Hogan on LI!