

@marenhogan

# **10 Ways to Draw Interest in Less Than Desirable Jobs**

**and 50 Discrete Benefits**

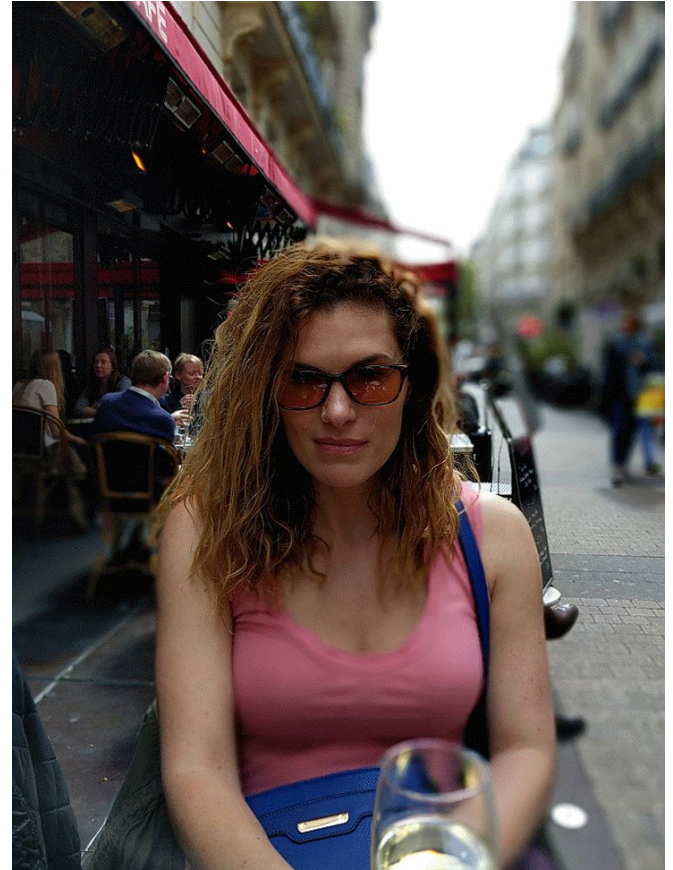
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## Why LISTEN to HER?

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.



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**How do I get  
people  
interested in  
a dead end  
job?**

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# 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.”

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**FOR PEOPLE  
WHO WOULD  
PREFER NOT  
TO HAVE A JOB  
AT ALL.**



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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)





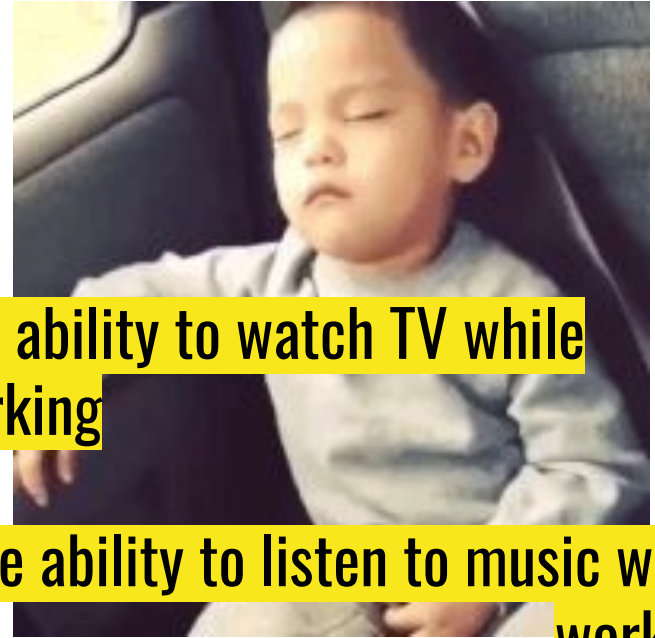
**Lots of coworker interaction**

**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

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- 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**



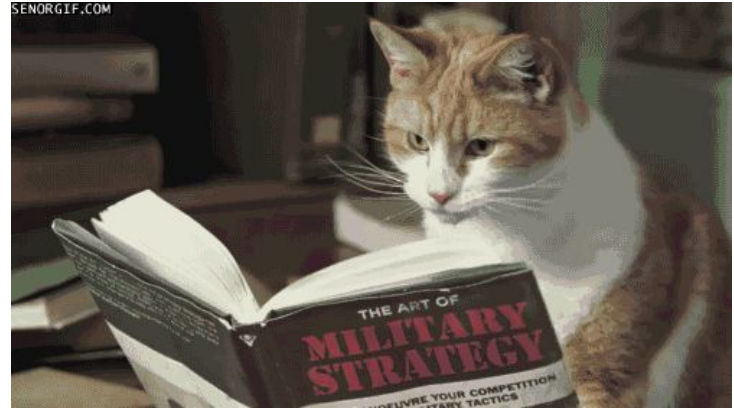
- A set schedule
- A flexible schedule
- A schedule that matches school schedules or daycare schedules
- Benefits for full and part-time workers
- Discounts on company merchandise or services
- Access to the latest books/games/music/software/tech/movies

- 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



**Continuing formal education  
(tuition reimbursement, internal  
training, certification support)**

- 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**

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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.’”

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**FOR A  
TEMPORARY  
JOB THAT'S  
JUST PLAIN  
HARD.**



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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.





Need help?

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Maren Hogan on LI!