LoftyBiz Job Ad and Hiring Funnel Sheet

Rewrite one job ad around a typical day, show the pay, add one screening question, share it beyond the job board, and track every applicant by stage and by source.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

1. Rewrite the job ad

Describe a typical day, show the pay, add one short line about the team, and ask one screening question. Be honest about what is hard. That honesty puts some people off, and that is the point.

Section	Your wording
Job title and pay range (and hours or shifts)	
A typical day (what the work actually looks like)	
What is hard about the job	
One line about the team	
One screening question (a short written answer)	

2. Three places to share it beyond the job board

Good people who already have a job rarely scroll job boards. They listen when a friend, a college or a local noticeboard says you are hiring.

#	Place (staff, college, noticeboard, trade group…)	Who will share it?	Date shared
1			
2			
3			

3. Five hiring stages

Draw these stages on a single sheet before the first application arrives. Add one column for where each applicant came from. Reply within two days, even if the answer is no. Use a paid trial half-day where the work is physical or practical.

Stage	What “done” looks like
1. Applied	The application arrived and has a source written next to it
2. Answered the screening question	They gave a short written answer. Anyone who skipped it is politely declined
3. Phone call	You spoke, and you both still want to go further
4. Paid trial half-day	They joined the work for a few paid hours and saw it for themselves
5. Hired	Start date agreed, and the source and date are kept for next time

4. Applicant tracker (example figures only)

The figures below are worked examples from the video, not a forecast. Copy the blank sheet and put your own names and sources in Systex.

Applicant	Source	Stage reached	Hired?
Example A	Job board	Phone call	No
Example B	Crew referral	Hired	Yes
Example C	Staff share	Answered question	No
(your next applicant)			

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5. Source comparison (live formulas are in the spreadsheet)

Do not judge a source by how many applicants it sends. Judge it by how many good hires it produces. The example numbers below come from the video and are not a promise.

Source	Applied	Reached a trial	Hired	Hires per application (exam
Job board (example)	60	3	1	1 in 60
Crew referrals (example)	12	6	3	1 in 4
(your source)				

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6. Before you post

Check	Done?
The ad describes a typical day, the pay, the team, and one screening question	
Three places to share it beyond the job board are listed	
The five stages are drawn on one sheet, with a column for source	
The ad, the three places and the five stages are in Systex	

Download this sheet at loftybiz.net. Systex is our own product. Click the link in the description of the video.