

[Post your job](#) on Indeed or find more templates and samples in the [Employer Resource Library](#).

How to write a help wanted ad

Help wanted ads should be short and simple, whether they're in a business window, on a college campus bulletin board or in a newspaper. Include the most important, relevant information to make the most of your limited space and catch the eye of someone who could be perfect for your role.

Take a look at the five steps on how to write help wanted ads.

1. Create an attention-grabbing headline

Since your ad will be surrounded by other competing ads, a catchy headline is a key component of [reeling applicants in](#) with your ad. **Examples of headlines include:**

- Join our team
- Now hiring
- Help wanted
- We're seeking or hiring (insert job title)

You can even include a fun perk your company offers, such as a sign-on bonus, to convince people that the position is worth applying for.

2. Provide basic job details

Interested readers will want to know what the job entails to see if it's a match before spending time on an application. **Include information such as:**

- Your company's name
- Location
- Job title
- Position type (part-time, contract)
- Expected hours of work
- Pay range
- Application due date
- Desired start date for the position

3. Outline job requirements for an ideal candidate

List out core skills, experience and education you believe are helpful for an individual to be successful at the job. Make this list specific enough that it appeals to the ideal candidate but not too detailed that it deters candidates from applying if they're not an exact match. **Examples of skills or experience you can include are:**

- High school diploma
- Excellent customer service skills
- Strong problem-solving skills

4. List benefits or perks you're offering

In addition to expected pay, candidates will want to know [what unique offerings your company has](#) that make your organization worth working for over competitors. It's recommended to include benefits, such as a compensation package, paid time off or holidays you offer, if your ad has the space.

5. Include a call to action

A call to action includes instructions on how candidates can submit an application for the job. Whether you'd like them to call, email, apply online or pick up a physical application, make it clear what the next step is so they can apply if interested.

Help wanted ads examples

If you're looking for an example of a help wanted ad, there are a few options available, depending on your hiring needs.

Help wanted ad to put in your window

Posting a job ad in your window or storefront can attract applicants who are customers, which means they'll already be familiar with your business, products and services. If you design the ad yourself, the cost will be low and only include the price of materials, the software you use to design it and associated printing costs.

When placing a help wanted sign in your window, make sure it can be seen and read by people walking or driving by your place of business. A good rule of thumb is to place the ad at eye level in a prominent place near the entrance to your business. Make sure your window ad is concise, efficient and visually appealing to catch a potential applicant's attention.

Use bright colors that stand out and a large, easy-to-read font that can be seen from a distance. Consider including a QR code so potential candidates can scan the ad with their phone and read more about the position or apply immediately.

Window ad template

NOW HIRING at (company name)

[Job title + requirements]



[Company Logo Delete or Replace]

[Full-time or part-time + expected pay]

[Benefits or perks being offered]

[How and where they can apply]

Window ad example

HELP WANTED

Join the Easy Eats Grill team!

Line cook

\$12-\$15 per hour

Part-time (20-25 hours per week)

Monday to Friday, 1st shift

Apply in person or online at EasyEatsGrill.com/apply

Benefits:

- Daily meal benefits
- Flexible schedule
- On the job training

2. Posting your ad on a college campus

Another great low-cost option is to post your help wanted ad on a college campus bulletin board. However, some colleges may charge you to post on their campus or have rules on how long the ad is allowed to stay up and what size it can be.

Some of the most popular places to post your ad on a college campus include:

- Bulletin boards in student centers
- Career services centers
- Dorms
- Dining halls

Contact the college to see what their process is and where it's acceptable for you to post your ad.

College flyer template

PART-TIME WORK



[Company Logo Delete or Replace]

Join the [company name] team as a [job title]

[Requirements for the job]

[Expected pay]

[Hours required and details on flexibility for class schedules]

[Perks offered to part-time employees]

[How and where they can apply]

College flyer example

PART-TIME JOBS

Join the Golden Goods team!

Retail Sales Associate

\$13/hr

Located at Infinity Square Mall in Atlanta, GA

20 hours/week

Flexible with school schedules

Apply online at goldengoods.com/apply

*Indeed provides this information as a courtesy to users of this site. Please note that we are not your recruiting or legal advisor, we are not responsible for the content of your job descriptions, and none of the information provided herein guarantees performance. This is a legal disclosure and is **not** part of the following template.*