



CLIENT SoundADvice Radio Script
TITLE Hunting for GOOD Employees
Issue # 612

TALENT
MUSIC

DATE
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CO-OP
STATIONS

1 Hunting for good employees... it's like hunting for big game OR - for Easter Eggs at
2 Grandma's house! That BIG buck and the eggs FILLED with the MOST candy are
3 out there... they're just harder to find.

4
5 Here's this week's SoundADvice for your business.

6 There are two types of people seeking jobs. The Job Hoppers or "Active Job
7 Seekers" are the people with resumes in hand. They're EASY to find!

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9 The other type, "Passive Job Seekers", are the ATTRACTIVE ones! People simply
10 thinking about, but not ACTIVELY seeking, a change... they're harder to find.

11
12 The trick to finding the passive job seekers – is NOT so much that they are hiding,
13 it's WHERE you're hunting.

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15 The "Job Hoppers" are looking at the classifieds and job boards like, Indeed,
16 CareerBuilder, and the hundreds of other online sites. You'll find people, but they'll
17 mostly be the small game and the eggs... that Disappoint.

18 Where are the Passive Job Seekers hiding???

19
20 I'm (___ your name ___) with (___ Your station name ___). If you would like to see
21 the **10 Tips to Recruiting Better Applicants and Hiring Better Employees**, give
22 us a call at this station... and join us next time for SoundADvice for your business.

23
24 Happy Hunting!

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