

# SUPER CHARGED

## RECORDING PROCEDURE

Employer,

You are about to Super Charge Your Ad with the power of your voice!

Remember, the Workamper applicant is more interested in the experience than they are the job. Your words can help paint a visual picture of what the experience will be like working for you and experiencing your operation. This is a great opportunity for you to automate something you do over and over on the telephone. Work smarter, not harder!

So, let's get started. Please follow these steps to easily and successfully make your telephone audio recording that Workamper News will attach to your ad.

### **STEP ONE:**

Prepare what you want to say on the recording by making sure you have answers to the following questions:

- 1) Introduce yourself and your company. Share about your company, what you do and how you do it.
- 2) Provide general information about the geographic location of your business. This is a great time to promote the special elements of your environment, i.e. mountains, lakes, desert, forest, etc. The Workamper applicants are very interested in the experience they will have if they come to work in your operation. The experience is impacted by your geographic location. Note: Don't let the absence of a typically-desirable geographic location detour your effort.
- 3) Give a general overview of your Workamping opportunity. Talk about the job and the duties it will include. Cover experience elements you are looking for in an applicant. Be very specific about the work schedule. (Don't just read the ad text you already submitted; this is your chance to provide more details.)
- 4) Discuss the financial benefits/compensation. If you are trading out hours for campsite, present the trade out in economic value. Do the math ahead of time and share with them the \$ dollar value of their work. Once you have a dollar value of their work, compare that to the long-term rate for the campsite to illustrate the value you are offering for their work.

If you are providing any other benefits (like discounts, electric, propane, Wifi, cable, meals, uniforms, local discounts, etc), please talk about these in detail to further promote your opportunity and to provide the potential Workamper applicant with information that will assist them in their decision to apply.

- 5) Provide a very specific process for applying for your opportunity. Explain what the applicant can expect from you once they have applied in reference to response time, next step, etc.

**Note:** If you want to use this audio recording on your help wanted ads for your current AND future ads, please remember to NOT mention specific dates or years. For example, just say, “We are hiring for the summer season, which is typically mid-April through mid-September” instead of “We are hiring for summer 2018, starting April 6 – September 5.”

**Another option:** Have one of your current or former Workampers (preferably a solo or couple who worked with you for a full season or longer) call the number and record a testimonial. Ask them to describe their experience working for you – what they enjoyed, what they found challenging, any advice for those considering your opportunity/area, etc.

## **STEP TWO:**

Take a moment to privately, quietly review your responses to the above information in your mind prior to taking the next step of making the recording. This practice will help you feel better about what you are going to say and put you more at ease.

## **STEP THREE:**

To make the recording, find a quiet environment with no interruptions - no barking dogs in the background, etc. All you will need is a telephone to call the following number to make your recording.

**1-201-283-9143**

**PIN Number: 164456495#**

***Please note that your recording must be less than 10 minutes in length.***

When using the system, you have to hit the option while the lady is talking or she just repeats herself; it's a bit particular.

Press 1 to record new audio. Begin at tone and press # when finished.

In the next menu - Press 1 to listen. Press 2 to re-record. Press 3 to save.

When you press 3, you will hear her say, "Your audio has been saved." It will then route you to the main menu. You can hang up now.

#### **STEP FOUR:**

Congratulations! You have just successfully Super Charged your ad. Workamper News will be notified that your recording is available for publishing and we will insert a link for the Workamper applicant to click on to play your audio into your ad text.

Please plan to make the recording shortly after submitting your ad. When we receive notification that your recording is available, we should be able to link it to your ad. If you submit a Hotline ad and/or your recording after 2 p.m. Central Time, we may not be able to place your ad that day. Recordings for print ads in the magazine must be accomplished by the advertising deadline for the issue your ad is running in.

Thank you for Super Charging your ad. We wish you the very best in your recruiting efforts!

Steve Anderson  
WKN President