MARK AIELLO

Hiring Sucks
10 Tips to Make It Suck Less

EXPERT STAFFING PROFESSIONAL'S MANIFESTO - HIRING SUCKS

Read my no-nonsense hiring formula guaranteed to make hiring suck less or your money back - Actually it's FREE!

Why Hiring Sucks
(And How to Make It Suck Less)

Let's be real—**hiring sucks.**

You post a job, and within hours, your inbox is flooded with resumes. Half the candidates aren't even remotely qualified, a few look promising, and then… radio silence. You finally get a few interviews scheduled, but someone ghosts you, another one bombs, and by the time you find "The One," they've already accepted another offer.

Sound familiar?

Hiring is supposed to be about finding the best person for the job, but it often feels more like a **high-stakes, time-sucking nightmare.** And if you're juggling a million other responsibilities (which you probably are), hiring quickly falls into the category of "I'll get to it later"—except later usually means losing great candidates, frustrating your team, and making your own job harder.

Let's fix that.

Mark Aiello

CRO, Overture Partners

The Problem with the Way We Hire

Most companies rely on the same old broken methods:

- Post a job on LinkedIn or a job board.
- Hope good people apply.
- Sift through an unmanageable pile of resumes, praying for a miracle.
- Drag out the interview process.
- Lose candidates to faster-moving companies.
- Start all over again.

This process wastes time, energy, and money, and worst of all, it often leads to hiring the wrong person—or no one at all.

There's a Better Way

Hiring doesn't have to be a painful, never-ending slog. With a few **tweaks to your process, smarter sourcing strategies, and a little (or a lot) common sense**, you can dramatically increase your chances of landing great talent without losing your mind in the process.

My formula is not about fancy HR jargon, fluffy corporate strategies, or impossible-to-implement theories. It's about **real, practical solutions**—the kind that help you stop spinning your wheels and actually get sh*t done.

What You'll Get from My Formula

I'm going to walk you through:

✅ Better ways to find great candidates (spoiler: it's not just job boards).
✅ How to write a job post that doesn't suck
✅ How to move quickly without rushing into bad hires.
✅ How to spot red flags early and avoid wasting time on the wrong people.
✅ What to do when your top pick suddenly ghosts you.

I'll also share real-life examples from hiring managers who have been in the trenches, so you don't have to learn these lessons the hard way.

Hiring will never be perfect, but it can suck a whole lot less—and my formula will show you how.

Now, let's get to it.

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1. Resumes Suck. Skills-Based Hiring Sucks Less.

Let's be honest—**resumes lie.** Okay, maybe not always, **but they don't tell the full story.** They're basically a marketing document, and like any good marketing, they tend to **inflate the good, hide the bad, and leave out the details that actually matter.**

Someone lists "Python expert" on their resume, but when you ask them to write a simple script, they freeze. Another candidate doesn't have the exact job title you were looking for, but they can **run circles around the so-called "qualified" applicants.**

This is why hiring based on **resumes alone is a terrible strategy.**

WHY RESUMES FAIL YOU

1. **They don't prove actual ability.** Just because someone wrote "project management" on their resume doesn't mean they can manage a project.
2. **They create bias.** If a resume has a fancy degree or a well-known company listed, we assume they're qualified—often without real proof.
3. **They filter out great candidates.** Some of the best people never even apply because they don't think they check every box on the job description.

The solution? Skills-based hiring. Instead of making hiring decisions based on what's on paper, **test what candidates can actually do.**

How to Hire Based on Skills (Not Just Buzzwords)

1. GIVE A REAL-WORLD SKILLS TEST (BUT KEEP IT SHORT)

If you wouldn't hire a chef without tasting their food, why hire an engineer without seeing them code? Or a writer without reading something they've written?

But here's the key: **don't make it painful.**

❌ **Bad:** "Here's a take-home project that will take you 12 unpaid hours to complete."
✅ **Good:** "Here's a real challenge our team has faced. How would you solve it in 30 minutes?"

Examples:
- For Developers: A live coding session with a real problem.
- For Designers: A quick design critique or a small creative exercise.
- For Project Managers: A scenario-based test—"How would you handle this issue?"

If the job requires a specific skill, test for it—**don't assume a resume tells you everything.**

How to Hire Based on Skills (Not Just Buzzwords)

2. DITCH DEGREE REQUIREMENTS (UNLESS ABSOLUTELY NECESSARY)

How many times have you seen a job listing that says, "Bachelor's degree required," even though the job itself has nothing to do with what's taught in a classroom? Here's the truth: **Some of the best people don't have degrees.**

They:

✅ Taught themselves through online courses.

✅ Gained experience through bootcamps, freelancing, or side projects.

✅ Worked their way up in non-traditional ways.

Instead of requiring a degree, **require proof they can do the job.** If someone can pass your skills test and prove they know their stuff, **who cares if they didn't sit through four years of lectures and keg parties?**

3. LOOK BEYOND JOB TITLES (FOCUS ON TRANSFERABLE SKILLS)

Hiring managers often get stuck looking for **an exact title match**—but job titles mean different things at different companies.

Instead, ask:

- **What skills does this job actually require?**
- **What kinds of experience would make someone successful in this role?**
- **Has this person demonstrated those skills, even if their title doesn't match?**

For example, someone who has been **a customer success manager** might have the perfect skills to transition into **product management**—even if they've never held that exact title.

If they've worked cross-functionally, solved problems, and understand customers, they might be the perfect fit. **You just have to look beyond the labels.**

4. MAKE THE INTERVIEW A WORKING SESSION

Instead of asking a bunch of theoretical questions, **put candidates in real situations they'll face on the job.**

✅ **For a sales role:** Have them do a mock pitch.
✅ **For a customer support role:** Give them a real customer problem to solve.
✅ **For a marketing role:** Have them analyze an actual campaign and suggest improvements.

This helps you see their skills in action, instead of just hearing them talk about what they say they can do.

The Benefits of Skills-Based Hiring

1. **You make better hires.** No more relying on gut feelings or fancy resumes—just real, proven skills.
2. **You open the door to more candidates.** People who don't have a traditional background but can absolutely do the job now have a fair shot.
3. **You speed up the process.** Instead of multiple rounds of vague interviews, you get to the heart of whether someone can actually perform.

Final Thought

Resumes Are a Starting Point—Not the Whole Story

Resumes might tell you **where someone has been**, but **skills tell you what they can actually do and where they can go.**

If you focus more on **proven ability** and less on job titles, fancy degrees, or keyword-stuffed resumes, you'll find better hires—faster.

Because at the end of the day, **what someone can do matters way more than what's written on their resume.**

2. Make Your Job Description Suck Less.

Let's be honest—most job descriptions **suck.** Yes, that includes yours! They read like a legal document, filled with corporate buzzwords and a laundry list of demands. By the time a candidate finishes reading, they have **zero excitement** about the role and probably move on to the next listing.

Think about it: when was the last time you read a job post and thought, Wow, this sounds like an amazing opportunity!? Probably never.

That's the problem. **If your job description doesn't make the right people excited to apply, you're already losing the hiring game.**

WHY MOST JOB DESCRIPTIONS SUCK

Here's what a typical job post looks like:

Software Engineer – Level III
- We are seeking a highly motivated, detail-oriented team player to join our fast-paced, dynamic environment. The ideal candidate will possess strong problem-solving skills, excellent communication abilities, and the capacity to multitask effectively.

That tells me… absolutely nothing. It's **vague, boring, and sounds like every other job post** on the planet.

Then it **gets worse—**endless bullet points:

- **Requirements:**
  - Bachelor's degree in Computer Science or related field
  - 5+ years of experience in software development
  - Proficiency in Java, Python, and C++
  - Strong communication skills
  - Ability to work in a fast-paced environment

By the time the candidate reaches the bottom, they're either asleep or convinced they don't meet 100% of the criteria, so they **don't apply at all.**

HOW TO WRITE A JOB POST THAT ACTUALLY ATTRACTS GREAT PEOPLE

Your job description isn't just a list of demands—it's a sales pitch. You're trying to convince the right person that this is the job they've been waiting for.

1. Start With Why They Should Care

Instead of diving into requirements, start with:
- Why is this job exciting? What's in it for them? How will this role impact the company and their career?

Example:
🚀 **Help Build the Future of AI-Powered Software** 🚀
We're looking for a Software Engineer who loves solving tough problems, working with cutting-edge technology, and building products that make an impact. You'll be part of a small, highly-skilled team that moves fast, innovates constantly, and actually enjoys working together.

See the difference? It sets the tone, grabs attention, and makes people want to learn more.

Make Your Job Description Suck Less

2. Talk Like a Human (Ditch the Corporate Jargon)

No one gets excited about a "highly motivated, detail-oriented team player." Instead, write like someone you'd **like to talk to:**

❌ "We seek a results-driven professional who thrives in a dynamic environment."
✅ "You'll be part of a small team where your ideas actually matter, and you'll get to build things that people use every day."

Be conversational. Be clear. Be real.
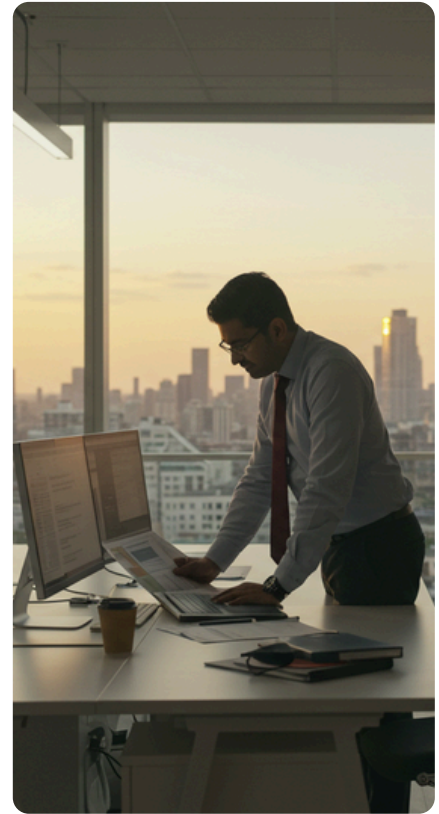
3. Requirements: Keep It Simple

Here's the golden rule: **Only list what actually matters.**

If you have 15 bullet points, cut it to 5. Focus on skills that are **truly necessary** instead of "nice to have" qualifications that just scare people off.

Example:
✅ Must-have skills: JavaScript, React, and Node.js.
✅ You've built and shipped real products.
✅ Comfortable working in a startup-like environment.

Skip the stuff everyone lists (like "strong communication skills" or "ability to work in a fast-paced environment"). **That's just filler and it sucks.**

Make Your Job Description Suck Less

4. Give a Realistic Snapshot of the Role

Candidates want to know what they're **actually** signing up for. Instead of vague descriptions, give a real example of what they'd be doing.

Example:
What You'll Be Doing:
- Writing and shipping production code (expect to push code on Day 1).
- Helping architect a brand-new feature from scratch.
- Working directly with customers to understand their needs.

This paints a picture of **daily life in the role,** so candidates know if it's the right fit for them.

## 5. End With a Strong Call to Action

Don't just slap "Apply Now" at the bottom—**make them feel excited to apply.**

Example:
Sound like something you'd love? We'd love to hear from you.
Even if you don't check every box, apply anyway—we're more interested in the right attitude than a perfect resume.

This **removes self-doubt** and encourages great candidates (especially those who might hesitate because they don't meet 100% of the criteria) to apply.
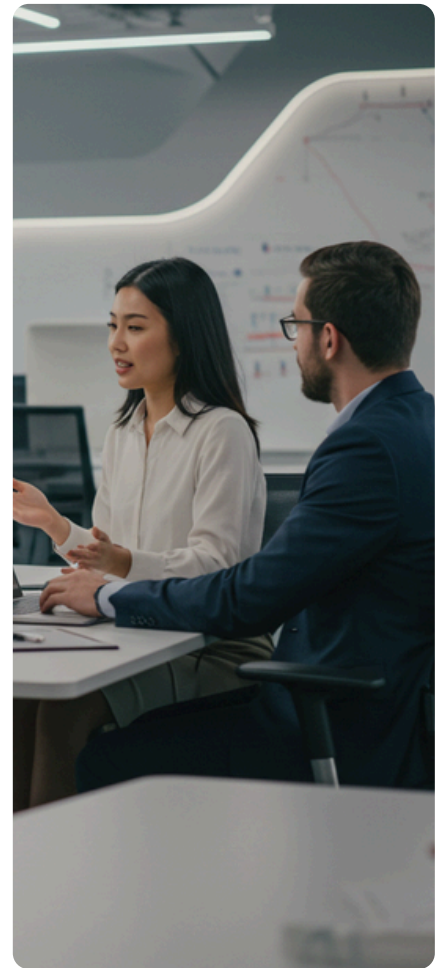
FINAL THOUGHT: JOB POSTS SHOULD SELL THE JOB

Your job post isn't a **checklist of demands**—it's a **story about why this job is worth their time.** If you wouldn't be excited to apply to your own job post, it's time for a rewrite.

3. Interviewing Sucks; Streamline It

Interviews are supposed to help you find the best person for the job, but let's be real—they **often feel like a waste of time.**

You schedule interviews, candidates cancel or ghost, the ones who do show up sometimes aren't even close to a fit, and when you finally find someone great, they get stuck in a **never-ending loop of interviews** until they lose interest and take another job.

If you've ever thought, Why does this process take so long?, you're not alone. The good news? **It doesn't have to.**

WHY MOST INTERVIEW PROCESSES ARE BROKEN

Here's what happens in a lot of companies:

1. A candidate applies.
2. HR schedules a **30-minute phone screen** (where they ask the same basic questions already answered in the resume).
3. If they pass, they get a **first-round interview** with the hiring manager.
4. Then, **a technical interview** (maybe multiple).
5. Then, an interview with the **team** (because "team fit" is important).
6. Maybe a **final interview** with leadership (just to be sure).
7. Finally... a **decision!** (which then takes another week).

By the time this circus is over, it's been **3-4-6+ weeks,** and the best candidates are already gone. **So, how do we fix this?**

Interviewing Sucks; Streamline It

1. CUT OUT UNNECESSARY STEPS

Every extra step in your interview process increases the chance of losing great candidates. **Do you really need four rounds of interviews?**

✅ **Phone screens?** Ditch them unless you're filtering for absolute must-haves (like security clearance or location).

✅ **Multiple team interviews?** Combine them into one panel interview instead of dragging it out over multiple days.

✅ **Final round approvals?** If leadership isn't involved from the start, don't make them the bottleneck at the end.

Your goal? Three interviews max.
   1. **Initial interview** (hiring manager & team combined).
   2. **Skills assessment** (if necessary).
   3. **Final interview & offer.**

That's it. If someone is good enough to hire, you shouldn't need five rounds to figure it out.

2. PRE-SCHEDULE EVERYTHING (MOVE FAST, WIN TALENT)

Ever lose a candidate because your process took too long? That's because **slow hiring loses great people.**

Instead of scheduling one interview at a time (dragging the process out over weeks), pre-book interview slots and tell candidates: **"If you move forward, here are the next two steps in the process. Can you hold these times open?"**

This keeps the **momentum going** and helps candidates know what to expect.

3. MAKE INTERVIEWS MORE ABOUT "CAN THEY DO THE JOB?"

Some interviews feel more like an interrogation than a conversation.

Here's the problem: Most hiring managers focus too much on "impress me" questions instead of **"can you do this job?"**

❌ **Bad Questions:**
- "Where do you see yourself in five years?" (They don't know, and neither do you.)
- "Tell me about a time you overcame adversity." (What does this even mean?)
- "What's your greatest weakness?" (Biggest weakness? Sitting patiently through this question for the 100th time.)

✅ **Good Questions:**
- "Tell me about a project you worked on that's similar to this role."
- "Here's a real problem we deal with—how would you approach it?"
- "If we hired you, what's the first thing you'd want to tackle?"

Real-world questions = real insight.

4. TEST SKILLS THE RIGHT WAY (WITHOUT WASTING TIME)

If the role requires specific skills, don't guess—**test it.** But don't make them spend **2-8 unpaid hours** on a take-home assignment, either.

Better options:
✅ Live coding sessions for engineers (30-45 min, not 3 hours).
✅ Give them a real problem and see how they think through it.
✅ Ask for a portfolio instead of making them build something new.

Make it fair, make it relevant, and make it quick.
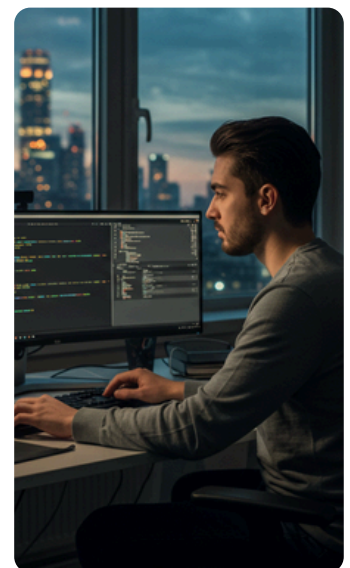
5. GIVE CANDIDATES FAST, HONEST FEEDBACK

Nothing is worse than **waiting weeks for an update** or getting ghosted after an interview.

Set a simple rule: **Candidates get feedback within 48 hours.**

✅ **If they're moving forward?** Tell them immediately—don't make them wonder.
✅ **If they're not?** Be honest. A simple **"We decided to move forward with another candidate, but we appreciate your time"** is better than radio silence.

Candidates talk. **Your reputation as an employer depends on how you treat them— even the ones you don't hire.**

FINAL THOUGHT: INTERVIEW SMARTER, NOT LONGER

A long, slow interview process doesn't mean you're being thorough—it means you're losing candidates.

If you can cut unnecessary steps, move fast, ask the right questions, and give quick feedback, you'll land better hires **before your competitors do.**

Because at the end of the day, **interviewing doesn't have to suck—it just has to be smarter.**

4. Posting Sucks. Hunting Sucks Less.

Let's talk about the biggest mistake most hiring managers make: they post a job and just... wait.

They cross their fingers, pray to the hiring gods, and hope that the perfect candidate magically finds their listing, applies, and is available exactly when they need them.

That's like opening a restaurant, putting a sign in the window, and hoping customers just show up without doing any marketing. Spoiler alert: it doesn't work.

If you want to hire the best people, you have to go find them.

WHY JOB POSTINGS ALONE DON'T CUT IT

Sure, job boards like LinkedIn and Indeed can work, but they mostly:

- **Attract People actively looking for jobs**—which is a very small percentage of the job seeker population. Ever hear of Passive Job Seekers?
- **Attract People who apply to everything**—the ones who don't read your job description and just fire off resumes hoping something sticks.
- **Most Top-tier professionals are often not actively searching on job boards**—they're typically engaged in their current roles and may need a more proactive approach to consider new opportunities.

The best candidates often aren't applying because they don't even know your job exists.

Where to Find the Best Candidates

Instead of waiting for talent to come to you, go to where they are.

1. LinkedIn Boolean Search (Your Secret Weapon)

Most hiring managers think they know how to search on LinkedIn. They type a job title into the search bar, scroll for a bit, and give up when they don't find anyone perfect.

The trick? **Boolean search.**

Instead of searching for just "Software Engineer," try:

("Software Engineer" OR "Software Developer") AND ("Python" OR "Java") AND ("AWS" OR "Cloud")

This finds people with the right mix of skills, not just the title on their resume.

Pro tip: Use "**Open to Work**" filters and message them directly with something **short, specific, and personal** (not a generic "I have a job for you" spam message).

Where to Find the Best Candidates Continued

2. GitHub, Stack Overflow, and Online Communities

If you're hiring developers, they're **not hanging out on LinkedIn all day**—they're on GitHub, Stack Overflow, and niche Slack communities.

- GitHub: Look at people's recent commits to open-source projects related to your tech stack.
- Stack Overflow: Find top contributors answering tough technical questions.

Slack/Discord: Join **industry-specific groups** and post about your job in a way that feels natural.

3. Employee Referrals (Without Making It Awkward)

Most employee referral programs are terrible because companies ask their employees to "refer people they know" without making it easy for them.

Fix it:

- Send employees **specific profiles** and say, "Do you know anyone like this?"
- **Offer a real incentive** (cash works, but so do fun perks like extra PTO days).
- **Make it frictionless**—one-click referral forms instead of long processes.

Where to Find the Best Candidates Continued

4. Competitor Research (Ethically Stealing Talent)

Let's say you're hiring for a **Cloud Engineer.** Instead of searching blindly, **look at companies that just hired a new one.**
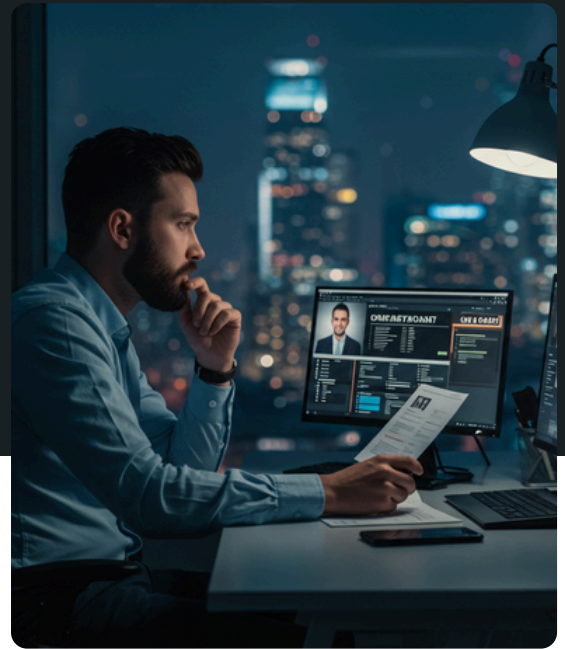
Why? Because when a company hires a Cloud Engineer, it often means:

1. They already have a team of Cloud Engineers.
2. Some of them might be **open to new opportunities.**

Find these people, message them with a compelling reason why your role is better, and see what happens.

How to Get People to Respond

Finding candidates is one thing—getting them to talk to you is another. Here's the key:

Don't sound like a recruiter.

❌ "I came across your profile and have an exciting opportunity for you."

✅ "Hey [Name], saw your work on [Project/Company]. We're building something cool in [Tech] and could use someone like you. Worth a quick chat?"

Keep it short.

People are busy. Keep your message under 3 sentences.

Make it personal.

Mention something specific from their profile—maybe an article they wrote, a project they worked on, or a company they used to work for.

Final Thought: Hunting > Waiting

If you want the best talent, stop waiting for them to apply and go find them. This shift alone can cut your hiring time in half and get you way better candidates than relying on job boards.

And the best part? Once you start thinking like a talent hunter instead of just a job poster, hiring sucks way less.

5. Get Referrals (Without Sucking)

Let's be honest—**employee referrals are one of the best ways to hire.**

Why? Because great people usually know other great people. And if your top employees are **willing to vouch for someone,** that's already a strong signal they could be a good fit.

But here's the problem: **Most companies suck at getting referrals.** They send out a mass email saying, "Hey, we're hiring! If you know anyone, send them our way!" Then they sit back and wonder why no one sends in referrals.

Here's the reality: **People don't think like recruiters.** Your employees aren't spending their free time scrolling through their network looking for someone who matches your job description.
If you want great referrals, **you have to make it stupidly easy for employees to participate.**

WHY MOST REFERRAL PROGRAMS FAIL

1. **They're too vague.** Saying, "Know anyone?" is too broad—people won't stop what they're doing to think about it.
2. **They don't offer enough incentive.** A $100 Amazon gift card isn't going to motivate someone to refer a top engineer.
3. **They make it too much work.** If employees have to fill out a long form or explain why their referral is a great fit, they won't bother.

So, how do we **fix this?**

Get Referrals Without Sucking

1. Be Specific (Tell People Exactly Who You're Looking For)

Instead of saying, "Know anyone looking for a job?", try this:

"We're hiring a Senior Backend Engineer (Python, AWS). Do you know any strong developers who've worked in fintech or startups? Even if they're not actively looking, we'd love an introduction."

When **you get specific, it** triggers employees' memory: Oh yeah, I used to work with Jake at my last company. He's in fintech and does backend work...

If you just say, "We're hiring engineers," **no one will think of Jake.**

2. Make It Easy (One-Click Referrals)

If someone has to write a long explanation or fill out a form, they won't do it. Instead, let them **refer someone in one click:**

- **Option 1:** They send a LinkedIn profile—done.
- **Option 2:** They cc you on a quick intro email.
- **Option 3:** They send a name and email, and you take it from there.

No essays, no extra work—just a **simple introduction.**
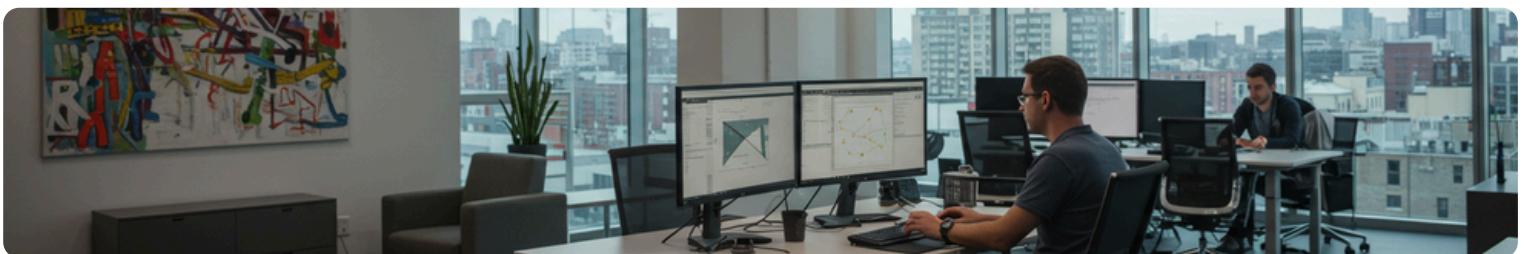
HOW TO GET MORE (AND BETTER) REFERRALS

3. Offer a Referral Bonus That Actually Works

Money talks, but most referral bonuses are too low or too delayed to matter.

💰 Fix it:
- Offer **$1,000 - $5,000** (depending on the role).
- Pay **half upfront when the candidate reaches final interviews.**
- Pay the other half **on the candidate's 90-day mark.**

The faster employees see a reward, the more **motivated they'll be to refer.**

4. Tap Into Employees' Networks (Without Making Them Do the Work)

Instead of asking people to dig through their contacts, **do it for them.**
1. Use LinkedIn's **"Connections of"** feature to find second-degree connections.
2. Run a search for **people who have worked at great companies** in your industry.
3. Send employees **specific names and ask:**

"**Hey [Employee], I saw you're connected to [Person]. Would you be open to introducing us?"**

This works way better than saying, "Send us referrals," because it's **direct and easy for them to say yes.**

5. Make It a Friendly Competition

Want to get people engaged? **Gamify it.**

🏆 Run a contest:
- The first person to refer a hire **wins a weekend getaway.**
- The department with the most referrals **gets a team dinner.**
- Every referral earns an entry into a big prize drawing.

People love friendly competition, and **a little incentive goes a long way.**


Bonus: Don't Forget to Say Thank You

If someone refers a candidate—even if they don't get hired—acknowledge it. When people feel recognized, they're more likely to refer again.

Simple ways to show appreciation:
- **A quick Slack message:** "Thanks for the referral, Sarah! We really appreciate it!"
- A **$25 coffee gift card** just for sending someone over.
- A **public shoutout** in a company meeting.

Final Thought: Stop Asking, Start Helping

Instead of begging for referrals, **make it easy, rewarding, and fun.** The easier you make the process, the more great candidates you'll get—without annoying your employees in the process.
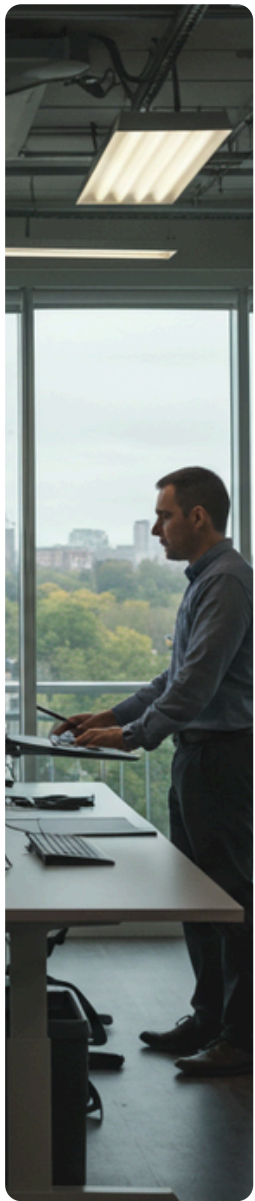
6. Make Recruiters (Both Internal and External) Work for You

Let's get one thing straight: **recruiters aren't magic.**

Some hiring managers think they can just hand off a job opening to a recruiter and then sit back while perfect candidates magically appear. Then, when that doesn't happen, they get frustrated and say, "Recruiters suck."

But here's the truth: **Recruiters—whether internal or external—can be your best asset if you know how to use them properly.** If they're not delivering, it's usually because **they don't have the right information, direction, or expectations.**

If you want recruiters to bring you **great candidates faster,** you have to set them up for success.

Why Recruiters Fail (and How to Fix It)

You don't give them a clear picture of what you need.
→ **Fix it:** Be specific about what matters most in a candidate.

You don't give them fast feedback.
→ **Fix it:** Respond within 24-48 hours so they can adjust.

You treat them as a last resort.
→ **Fix it:** Make recruiters a **proactive** part of your hiring strategy.

Make Recruiters (Both Internal and External) Work for You

1. Be Crystal Clear About What You Actually Need

Recruiters aren't mind readers. If you tell them, "Find me a great Java Developer," that's **not enough information.**

Instead, tell them things like:

✅ **The must-have skills.** (Example: "They must have built high-traffic apps using AWS.")

✅ **The deal-breakers.** (Example: "I don't want people who only work on legacy systems.")

✅ **The kind of companies you like to hire from.**

✅ **Personality/culture fit traits that matter.**

The more precise you are, the better results you'll get.

2. Give Feedback Fast (Or Expect Mediocre Results)

If a recruiter sends you a candidate and you take **a week to respond,** you're slowing down the entire process. Meanwhile, that candidate has already been scooped up by a competitor.

Fix this with a **24-48 hour feedback rule.**

- **Good candidate?** Move them forward ASAP.
- **Not a fit?** Tell the recruiter why so they can adjust their search.

🚀 Example Feedback:

❌ "Not a fit." (Useless.)

✅ "They had strong AWS skills, but no experience with high-volume transactions.

Let's focus on people who have built scalable systems before." (Now the recruiter knows what to adjust!)

Make Recruiters (Both Internal and External) Work for You

3. Stop Relying Only on Active Job Seekers

Some of the best candidates **aren't applying to jobs.** They're **passive candidates—**people who are open to new roles but aren't actively looking.

Recruiters have **access to these people,** but you need to tell them to:
✅ **Go after passive talent also.**
✅ **Target specific companies.**
✅ **Send highly personalized outreach.**

Instead of waiting for applicants, **ask your recruiter to hunt.** (More on this in Chapter 8)

4. Make External Recruiters Compete (But Be Smart About It)

If you use **outside staffing firms,** don't just dump the job on five agencies and hope for the best.

Here's what happens when you do that:
- Agencies rush to send the **first candidate,** not **the best candidate.**
- You get **duplicate resumes** because agencies are contacting the same people.
- They are more likely interested in **being fast than accurate**
- No one recruiter is fully invested in **filling your role.**

🚀 **Better Strategy:**
1. Pick 1-2 agencies you trust.
2. Give them exclusive access for 1-2 weeks.
3. Reward the one that delivers the best results.

This gets you **better candidates** instead of a bunch of rushed, low-quality submissions.

Make Recruiters (Both Internal and External) Work for You

5. Treat Internal Recruiters Like Business Partners (Not Resume Pushers)

A lot of companies treat their internal recruiting team like **order takers.**

Manager: "I need a Java Developer. Go find one."

Recruiter: "Okay… but what does a good Java Developer look like for you?"

Manager: "Uhh… you know, just someone who can code."

🙄 See the problem?

Your internal recruiters **should be partners in hiring, not just resume pushers.** Work with them by:

✅ Scheduling a quick **kickoff call** to explain what you need.
✅ Reviewing candidates **together** to refine the search.
✅ Keeping them updated on **team priorities** so they know what's coming.

When recruiters understand the **why** behind a hire, they do a way better job finding the right people.

6. Move Fast, or Lose Great Candidates

Here's the reality: **Great candidates have options. Yes, even passive ones!**

If your hiring process is slow, they'll go with another company that moves faster.

Fix it:

✅ Pre-schedule interviews **before you even start reviewing candidates.**
✅ Cut unnecessary interview rounds (3 max).
✅ Give same-day or next-day feedback.
✅ Extend offers quickly—don't drag your feet.

Recruiters can **find amazing people,** but if you don't move fast, **you'll lose them.**

Final Thought:

Make Recruiters Your Hiring Superpower

Good recruiters can **change the game for you.** But they're only as good as the information, direction, and feedback you give them.

If you:

- Give **clear requirements,**
- Provide fast **feedback,**
- Focus on **passive candidates,**
- And **move quickly…**

You'll start seeing better candidates, faster hires, and way less hiring frustration. Because when used right, **recruiters don't suck—they make hiring suck way less.**

7. Use AI to Write Job Posts, Emails, and Even Screen Candidates

If you're not using AI in your hiring process yet, **you're making your life harder than it needs to be.**

AI isn't just some fancy buzzword—it's a **game-changer** for hiring. It can help you:

✅ Write job descriptions that don't sound like a robot wrote them (ironically).
✅ Send personalized outreach emails in seconds.
✅ Screen candidates faster so you don't waste time on bad fits.

Basically, **AI helps you spend less time on the annoying parts of hiring and more time actually making great hires.**

Why AI is Your Secret Hiring Weapon

Let's be real—hiring is **time-consuming.**

- **Writing job posts?** It takes forever and you probably suck at it.
- **Sifting through a mountain of resumes?** Brutal. Sucks.
- **Crafting the perfect outreach message?** Hit or miss. Yours probably sucks.

AI doesn't replace hiring managers (yet), **but it takes the busy work off your plate so you can focus on what actually matters—**hiring the right person.

1. USE AI TO WRITE BETTER JOB DESCRIPTIONS (IN SECONDS)

Writing job descriptions sucks. They always end up sounding the same: 📄 "We're looking for a highly motivated self-starter who thrives in a fast-paced environment."

😴 Snooze.

AI can **fix this in seconds.**

💡 **Example:** Instead of spending hours trying to write the perfect job post, you can use AI tools like ChatGPT or Jasper AI to generate a draft.

How?

1. **Give the AI clear instructions.**
    - "Write a job description for a software engineer specializing in Python and AWS. Make it engaging, highlight why the job is exciting, and keep it under 300 words."
2. **Tweak it to fit your company's tone.**
3. **Post it—**and save yourself hours of work.

Bonus Tip: Ask AI to write the job post **at different reading levels**—from super technical to plain English—so it appeals to different candidates.

2. AI CAN WRITE OUTREACH EMAILS THAT DON'T SOUND LIKE SPAM

If you're reaching out to passive candidates, your first message **has to be good.**

Most recruiter emails? Suck.

❌ **Bad Example:**

- "Hi [Name], I came across your LinkedIn profile and thought you might be a great fit for an exciting opportunity at [Company Name]. Let's connect!"

👎 Translation: I copied and pasted this to 100 people. Please ignore me.

✅ **AI-Generated Example (Better):**

- "Hey [Name], I saw your work at [Company] and was impressed by your project on [specific detail]. We're building something similar at [Company] and could use someone with your expertise. Would you be open to a quick chat?"

💡 **Why it works:**

✔️ It's personal.

✔️ It gets to the point.

✔️ It makes them feel valuable, not like just another name on a list.

AI can generate **these messages seconds**, so you're not stuck writing them from scratch.

3. AI CAN SCREEN CANDIDATES IN AN INSTANT (SO YOU DON'T HAVE TO)

Ever get a stack of resumes and have **no idea where to start?**

AI can **analyze and rank resumes** based on keywords, experience, and relevance—before you even look at them.

💡 **How to Use It:**

- Use the following prompt:
  - I'm going to upload a job description and some resumes. Compare the resumes to the job description and rank the best fits. For each resume tell me the reasons the resume is a good fit and the reasons why they might not be a good fit.
- Upload a Job Description.
- Upload a resume or all the resumes.

🎯 **Result?** You **save hours** and only spend time on the best options.

4. AI CAN HELP AVOID HIRING BIAS

Whether we admit it or not, **bias creeps into hiring decisions.**

- We might favor someone because they went to the same college as us.
- We might dismiss a great candidate because of an unfamiliar job title.
- We might unintentionally prefer a certain background.

Use AI to Write Job Posts, Emails, and Even Screen Candidates

AI can help by **focusing only on skills and experience, not irrelevant factors.**

💡 **Example:**

- AI-powered platforms **remove names and photos** when screening resumes, so hiring managers focus only on **qualifications.**
- Some AI tools even **analyze interview responses** and flag potential red flags objectively.

This **levels the playing field** and helps you make **data-driven hiring decisions.**

5. AI CAN SPEED UP SCHEDULING (NO MORE EMAIL TAG)

One of the biggest **time-wasters** in hiring is the back-and-forth scheduling nightmare.

❌ "Are you free Tuesday at 2 PM?"
❌ "No, how about Wednesday at 10 AM?"
❌ "That doesn't work. What about Friday?"

AI tools like **Calendly, Paradox, or GoodTime** can **automatically schedule interviews** based on availability—**zero email tag needed.**

🎯 **Result?** Interviews get booked **faster,** and no one wastes time.

Use AI to Write Job Posts, Emails, and Even Screen Candidates

FINAL THOUGHT: AI WON'T REPLACE YOU—BUT IT WILL MAKE YOU BETTER

AI isn't here to steal your job. It's here to **make your job easier.**

If you:

✅ Use AI to write **better job posts** in minutes...

✅ Send **personalized outreach emails** at scale...

✅ Screen resumes **faster and more accurately**...

✅ Schedule interviews **without wasting time**...

You'll spend **less time on hiring busywork** and more time **making great hires.**

And at the end of the day, **hiring will suck a whole lot less**. 🚀

8. Tap Into Passive Candidates Without Sucking

Here's a hard truth: **The best candidates probably aren't applying to your job.**

Think about it—if someone is **really good at their job**, they're probably already employed. They're busy building cool things, solving big problems, and getting paid well. They're not scrolling job boards every night looking for their next move.

That's why **waiting for applications to roll in is a losing strategy**. If you want to hire top talent, you need to **go after them.**

But—and this is a big but—**most outreach to passive candidates sucks.**

Have you ever gotten one of those generic LinkedIn messages?

📩 "Hi [Name], I came across your profile and wanted to connect regarding an exciting opportunity at [Company Name]. Let's chat!"

It screams copy-paste, and that's why most passive candidates ignore recruiter messages.

So how do you **actually** get top talent to respond?

Tap Into Passive Candidates Without Sucking

STEP 1: FIND THE RIGHT PASSIVE CANDIDATES

Passive recruiting **isn't about messaging everyone with a certain job title**. The goal is to find **people who aren't actively looking but would move for the right opportunity.**

Where to look:

✅ **LinkedIn Boolean Search** – Use search filters to find candidates with the exact mix of skills you need.

✅ **GitHub, Stack Overflow** – Great for finding engineers who contribute to open-source projects.

✅ **Industry Conferences & Events** – People who speak at events are usually top talent in their field.

✅ **Company Layoffs** – If a well-known company just had layoffs, some of their best employees might be open to leaving.

🚀 **Pro Tip:** Look for **people who have been at their job for 2-3 years.** That's the sweet spot where they're experienced but might be open to something new.

Tap Into Passive Candidates Without Sucking

STEP 2: SEND A MESSAGE THAT DOESN'T SUCK

Most passive candidates get **dozens of recruiter messages** a week. If you want a response, **yours needs to stand out.**

💡 **Bad Message (Don't Do This):**

"Hi [Name], I saw your profile and think you'd be a great fit for our open position. Are you open to chatting?"

🚫 Why this sucks:

- It's **too vague** (What job? Why me?).
- It's **not personal** (Feels like a mass message).
- It **doesn't explain why they should care.**

✅ **Good Message (This Works):**

"Hey [Name], I came across your [GitHub project/conference talk/LinkedIn post] and was really impressed. We're building [specific thing] at [Company] and could use someone with your skills in [specific area]. Would you be open to a quick chat? No pressure—just thought you might find it interesting."
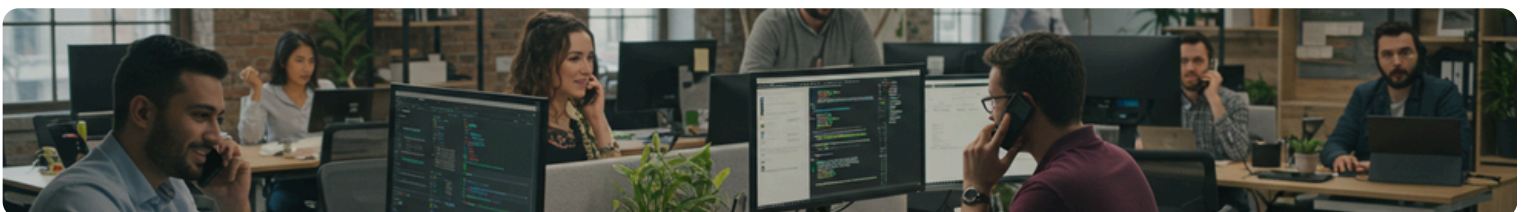
Tap Into Passive Candidates Without Sucking

🎯 **Why this works:**

- **It shows you actually looked at their work.**
- **It makes it about them,** not just your open role.
- **It removes pressure** (no one likes feeling forced).

🚀 **Bonus Tip:** If they don't reply, follow up **one week later** with something casual like:

"Hey [Name], totally understand if now isn't the right time. Just wanted to check in once more in case you're open to a chat!"

Sometimes **they're just busy,** and a simple follow-up gets you a response.

STEP 3: MAKE IT EASY FOR THEM TO SAY YES

If someone isn't actively job-hunting, they're **not going to jump through hoops.**

❌ **Bad:** "Can you send me your resume?"
✅ **Good:** "Want to hop on a 15-minute call? No pressure."

The easier you make it, the more likely they are to respond.

Once they're interested, **then** you can talk about the role, salary, and details.

STEP 4: SELL THE ROLE (WITHOUT SOUNDING DESPERATE)

Most recruiters sell a **job the wrong way.** They either:

❌ **Hype it up too much** ("This is the opportunity of a lifetime!"), or

❌ **List a bunch of boring facts** ("We offer great benefits and competitive pay.").

Instead, **sell the impact of the job.**

💡 **Example:**

"At [Company], we're solving [interesting problems]. This role is a chance to work on [cool project] with a team that's actually passionate about what we do."

People don't switch jobs for a paycheck alone—they switch for **a better opportunity. Show them why your role is worth considering.**

Tap Into Passive Candidates Without Sucking

STEP 5: KEEP THE CONVERSATION GOING

Once a passive candidate is interested, **don't let them slip away.**

❌ **Bad:** "Let me know if you're interested."
✅ **Good:** "When would be a good time for a quick intro call?"

Get them on a call, keep it **casual,** and if it's a good fit, **move them into your hiring process quickly.**

🚀 **Bonus Tip:** Even if they're not ready to move now, keep in touch. Check in every few months—you never know when they'll be open to a change.

Final Thought: Passive Hiring Wins (If You Do It Right)

If you rely **only** on job applicants, you're missing out on **top talent.**

✅ **Find the right people** (Boolean search, GitHub, events).
✅ **Send a great first message** (Make it personal, not generic).
✅ **Make it easy to say yes** (No long forms or extra work).
✅ **Sell the role like an opportunity,** not a job listing.
✅ **Keep the conversation going** (Stay in touch, even if now isn't the right time).

Do this right, and **you'll start pulling in top talent your competitors aren't even talking to.**

And that's how you make hiring suck a whole lot less. 🚀

9. Speed Up Offers – The Best Candidates Don't Wait

If you've ever lost a great candidate because your hiring process dragged on too long, **congratulations—you're not alone.**

One of the biggest reasons hiring sucks is that **companies move too slowly.** And it **shouldn't matter** if the market is **hot or soft.**

Think about it from the candidate's perspective:

- They're interviewing with multiple companies.
- They get an offer **from someone else** before you've even finished your final interview round.
- They take the other job... and you're left scrambling to start the search over again.

The best candidates **don't sit around waiting** while you push their offer through layers of approval. **If you want to land top talent, you have to move fast.**

Speed Up Offers – The Best Candidates Don't Wait

Why Do Companies Take So Long to Make Offers?

1. **Too Many Decision-Makers** – If four different people need to sign off, it slows everything down.
2. **Overanalyzing Candidates –** Trying to find a "perfect" fit instead of just hiring the right person.
3. **Waiting for More Options** – Thinking "What if someone better applies?" instead of making a move.
4. **Slow HR or Legal Approvals** – Bureaucracy kills speed, and top candidates don't wait.

💡 **The Fix? Streamline your offer process** so you don't lose great people.

1. SET A DECISION DEADLINE

Most hiring managers **drag out decisions** because they don't set a deadline.

If a candidate interviews on **Monday,** you should know by **Friday** if you want to hire them. Period.

✅ **Best Practice:** Make a rule that **all hiring decisions happen within 48 hours of the final interview.**

This prevents endless debates and keeps things moving.

2. PRE-APPROVE OFFERS (SO YOU'RE NOT STUCK WAITING)N DEADLINE

A huge delay in offers comes from waiting on salary approvals. **Solution?** Get approval **before** you even start interviewing.

✅ Before the search starts, decide:

- The exact salary range you're willing to offer.
- Any wiggle room for negotiation.
- Who needs to approve the final offer.

That way, when you find the right candidate, you can extend an offer immediately.

🚀 **Bonus Tip:** If a final executive sign-off is needed, **get their pre-approval for an offer range ahead of time**. This avoids last-minute hold-ups.

3. MAKE VERBAL OFFERS FIRST (THEN FOLLOW UP IN WRITING)

A common mistake? **Waiting to send a formal written offer before telling the candidate.**

💡 **Faster Approach:**

- Call the candidate first: "Hey [Name], we're excited to offer you the role! Here's what we're thinking…"
- Gauge their reaction.
- Send the written offer **immediately after** while they're still excited.

This keeps momentum going and **makes them less likely to take another offer in the meantime.**

4. DON'T WASTE TIME WITH ENDLESS NEGOTIATIONS

Some hiring managers stall because they're **uncomfortable with salary** negotiations. **Here's how to speed it up:**

✅ **Know your best offer upfront.**

✅ **Give a strong first offer.** (Don't lowball! It only makes negotiations longer and frustrates candidates.)

✅ If they counter, **move quickly.** Decide within 24 hours, not a week.

Good candidates won't sit around waiting for you to go back and forth five times.

5. CREATE AN OFFER EXPIRATION DATE (TO AVOID GHOSTING)

Ever made an offer and then the candidate **goes silent** while they "think about it"? **Fix this by setting a clear deadline.**

✅ **Example:** "We'd love to have you on board! This offer is open until Friday at 5 PM."

This creates urgency and prevents candidates from dragging their feet while they shop for other offers.

🚀 **Bonus Tip:** Let them know **you're still interviewing other candidates**—this makes them less likely to stall.

6. KEEP THE EXCITEMENT HIGH AFTER THE OFFER

A candidate accepting your offer **doesn't mean they won't change their mind.**

💡 **To prevent cold feet before their start date:**
✅ Send a **personal welcome message** from the hiring manager.
✅ Introduce them to the team **before they start.**
✅ Send company swag or a handwritten note.

The goal is to keep **momentum and excitement high** so they don't rethink their decision.

Final Thought: Slow Hiring = Losing Top Talent

Companies that **take weeks** to make an offer lose the best candidates to companies that **move fast.**

If you:

✅ Set a **decision deadline** (48 hours after the final interview)…

✅ Get **salary pre-approvals** upfront…

✅ Give **verbal offers first** (then follow up in writing)…

✅ Set an **offer deadline** (so candidates don't stall)…

You'll close hires **faster, lose fewer great candidates,** and make hiring suck way less. 🚀

10. Don't Suck at Selling the Role

Most hiring managers forget something important: **hiring is a two-way street.**

You're evaluating candidates to see if they're a fit for your team, but **they're also evaluating you** to see if they even want the job.

And yet, too many hiring managers act like candidates should feel lucky just to be interviewing.

Here's the reality: **Good candidates have options.** If you don't make the job sound exciting, they'll go somewhere else—probably to a company that's actually selling the role.

If you want to hire top talent, you need to **sell the opportunity** just as much as the candidate needs to sell themselves.

Why Most Hiring Managers Suck at Selling the Role

1. **They assume the job sells itself.** (Spoiler: It doesn't.)
2. **They focus too much on screening** and not enough on getting the candidate excited.
3. **They give vague answers** when candidates ask, "Why should I join your team?"

If you can't clearly explain **why someone should want this job,** don't be surprised when great candidates disappear.

1. MAKE THE FIRST 5 MINUTES COUNT

The first few minutes of an interview **set the tone.**

Instead of diving straight into interrogation mode, **start with excitement.**

✅ **Example of a Strong Opening:**

"Hey [Candidate's Name], I know interviews can feel formal, but I want to start by telling you why this role is exciting. We're working on [cool project/problem], and this role will have a huge impact on [specific outcome]. I think you'd be a great fit because of [something specific from their background]. So let's make this a conversation and see if it's the right match for both of us."

This does **three important things:**

1. **Shows enthusiasm** (if you're not excited about the job, why should they be?).
2. **Personalizes the interview** (you're not just reading from a script- even though I just gave you one 😃).
3. **Makes it a two-way conversation** instead of just a test.

2. SELL THE IMPACT, NOT JUST THE JOB DESCRIPTION

Most job descriptions are a **list of tasks.**

But people don't take jobs because of a list of tasks—**they take jobs because of impact and growth.**

Instead of saying:

❌ "You'll be responsible for writing code and maintaining our software."

Try:

✅ "Your work will directly impact [specific goal]. You'll have the chance to build [something exciting], and your contributions will shape the future of our product."

All people want to feel like their work **matters.** Make it clear how this role **makes a difference.**

3. TALK ABOUT CAREER GROWTH (BECAUSE THEY'RE THINKING ABOUT IT)

One of the biggest reasons people leave jobs is **lack of growth.** If they don't see a path forward, they'll take an offer elsewhere.

During the interview, **don't just talk about** what they'll do on Day 1—**talk about where they can go in the company.**

🚀 **Example:**

"Many people who started in this role have gone on to lead teams or take on bigger projects. We invest in our employees' growth, and if you're someone who likes to take on challenges, you'll have plenty of opportunities here."

4. SHOW WHY YOUR TEAM AND CULTURE ARE DIFFERENT

Every company says:

📣 "We have a great culture!"

But what does that actually mean? Instead of using **buzzwords**, give **real examples.**

✅ **Ways to Show Off Your Culture:**

- "Our team does weekly problem-solving sessions where everyone gets a voice."
- "We invest in learning—every engineer gets a $2,000 budget for courses and conferences."
- "We actually respect work-life balance—no 10 PM Slack messages here."

The goal is to **make candidates feel like they'd actually enjoy working with your team.**

5. ADDRESS THE ELEPHANT IN THE ROOM: WHY SHOULD THEY PICK YOU OVER COMPETITORS?

The best candidates are **interviewing with multiple companies.** If you don't give them a clear reason to choose you, **they'll pick someone else.**

Be upfront:
"I know you have options, so let me tell you why people love working here. We offer [specific perk/culture benefit], and we genuinely care about [specific company value]. If that aligns with what you're looking for, we'd love to have you."

Confidence sells. If **you believe in your team,** candidates will believe in it too.

6. END THE INTERVIEW ON A STRONG NOTE

A weak ending makes candidates **less excited** to accept an offer.

❌ **Bad Closing:**

"Thanks for your time. We'll be in touch."

✅ **Good Closing:**

"I really enjoyed this conversation, and I think you'd be a great fit. If you have any questions, let me know—I want to make sure you have everything you need to make the best decision. We'll move fast on the next steps, so expect an update soon!"

This:

✅ Reinforces excitement.

✅ Leaves them with a positive impression.

✅ Sets expectations for what happens next.

Final Thought: Hiring Is Sales—And You Need to Close the Deal

At the end of the day, hiring isn't just about assessing candidates—it's about convincing them to join. If you:

✅ Show excitement about the role…

✅ Sell the impact instead of just listing job duties…

✅ Talk about growth opportunities…

✅ Make your team and culture stand out…

✅ Close the interview with confidence…

You'll start landing better hires, faster—because they actually want to work for you. And that's how you make hiring suck a whole lot less. 🚀

Conclusion: Hiring Doesn't Have to Suck (If You Do It Right)

Let's be real—**hiring will never be perfect.** It takes time, effort, and a little bit of luck. But it **doesn't have to be a frustrating, time-wasting, soul-sucking process.**

Most companies struggle with hiring because they're **stuck in outdated methods** that slow them down and drive away top talent. They rely on job boards, drag out interviews, overanalyze candidates, and expect people to wait patiently while they take weeks to make a decision.

Meanwhile, the best candidates **move fast.**

Conclusion: Hiring Doesn't Have to Suck (If You Do It Right)

The companies that win in hiring are the ones that:

✅ Actively hunt for great talent instead of waiting for applications.
✅ Write job descriptions that sell the role instead of reading like a legal document.
✅ Streamline the interview process so it doesn't drag on forever.
✅ Focus on skills, not just resumes.
✅ Make referrals easy (because great people know great people).
✅ Use AI to cut out busywork and speed things up.
✅ Go after passive candidates the right way (not with generic LinkedIn spam).
✅ Move fast with offers so they don't lose top talent.
✅ Sell the job like a recruiter—because hiring is a two-way street.

If you've read my formula and thought, "Damn, we're making a lot of these mistakes,"—**good.** That means you know what to fix.

Start with **one or two small changes**—maybe rewriting your job posts to be more engaging, cutting out unnecessary interview steps, or pre-approving salary ranges so offers go out faster. **Even small improvements can make a big difference.**

Because at the end of the day, **hiring will always suck** if you do it the wrong way. But if you tweak your process, treat candidates like real people, and move with urgency, **you'll find better talent, faster—and make hiring suck way less.** 🚀

Let's Make Hiring Suck Less—Together

You made it to the end, which means you're serious about leveling up your hiring game. The truth? You don't have to go it alone.

Whether you're looking to stop the bleeding from bad hires, move faster without the chaos, or just need a smarter way to get the right people in the door—this is your next step.

[SCHEDULE A CALL]

[LEARN MORE]

At Overture Partners, we don't just fill roles —we build teams that stick. We partner with you from "we need help" to "we crushed it," offering vetted, culturally-aligned talent, and cradle-to-grave engagement support so your projects don't stall, your team doesn't burn out, and your hires don't ghost.

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