

Recruiting Funnel Checklist

Build a Simple System to Attract, Screen, and Hire Better Team Members for Your Home Service Business.

Attract Stage: Create a Clear & Compelling Opportunity

- ☐ Job title is clear (e.g., 'Entry-Level HVAC Tech Tools & Training Provided')
- ☐ Include hourly wage or pay range
- ☐ Mention work schedule and location
- ☐ Highlight benefits (paid training, bonuses, career growth)
- ☐ Add a short 1530 sec team or job site video
- ☐ Use Facebook Jobs, Indeed, Craigslist, and Google Business Profile
- ☐ Post referral ad to existing customers and current team

Apply Stage: Make It Easy to Take Action

- ☐ Mobile-friendly application (Jotform, GHL form, or Typeform)
- ☐ Text-to-Apply option available
- ☐ Keep the application under 5 questions
- ☐ Include a 'Why do you want to work here?' question
- ☐ Auto-confirmation SMS or email to thank applicant

Pre-Qualify Stage: Filter Quickly & Effectively

- ☐ Automatic screening quiz or multiple-choice form
- ☐ Add disqualifying criteria (no drivers license, can't work weekends, etc.)
- ☐ Tag or label qualified applicants in your CRM
- ☐ Send follow-up with interview scheduling link for qualified applicants

Connect Stage: Engage Before the Interview

- ☐ Send short video introducing your company or work culture
- ☐ Text/email reminder for the interview 24 hours in advance
- ☐ Optional: Quick call or voicemail to make personal contact

Hire Stage: Make It Easy to Say Yes

- ☐ Clear offer sent via email or SMS

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- ☐ List pay, hours, responsibilities, and next steps
- ☐ Send onboarding packet digitally
- ☐ Set Day 1 expectations with welcome message or team group chat

Repeat Stage: Always Be Hiring

- ☐ Run 12 job ads per month, even if not hiring immediately
- ☐ Keep a 'Talent Bench' list of promising applicants
- ☐ Ask for referrals from your team every 30 days
- ☐ Review funnel performance every quarter and update ads/screens