



THE

ULTIMATE JOB POST TEAMPLATE

FOR HIRING A SIGN PLACER

CREATED BY
SIMPLECREW

The Ultimate Job Post Template For Hiring A Sign Placer

If you're looking to hire someone to post yard signs, then I have a *job post template* that is proven to get good sign placers in record time.

In fact, at the time of this writing, a recent subscriber has just messaged us: *"Your strategy worked! I already have 5 applicants to sort through"*.

To make things simple, I'll just show the template.

'Copy & Paste' This

Job Post

Use the job post template below.

And adapt it to however you like:

Sign Placers Wanted

Outdoor sign placers are needed.

A flexible schedule preferably works in the evening.

\$15-20 an hour.

Start immediately.

Need a smartphone with data and the ability to download 1-3 apps and ability to take pictures.

Must be able to use a hammer tacker.

Must be able to get the job done each week.

Must have a reliable vehicle.

Must be able to lift 50 pounds if signs are delivered to you.

Training will be provided.

Learn business while getting paid!

Open to delivery and rideshare drivers to get paid while out making deliveries and rides.



Follow the next 5 steps to attract job applicants.

When we're looking to hire sign placers, *Craigslist works the best.*

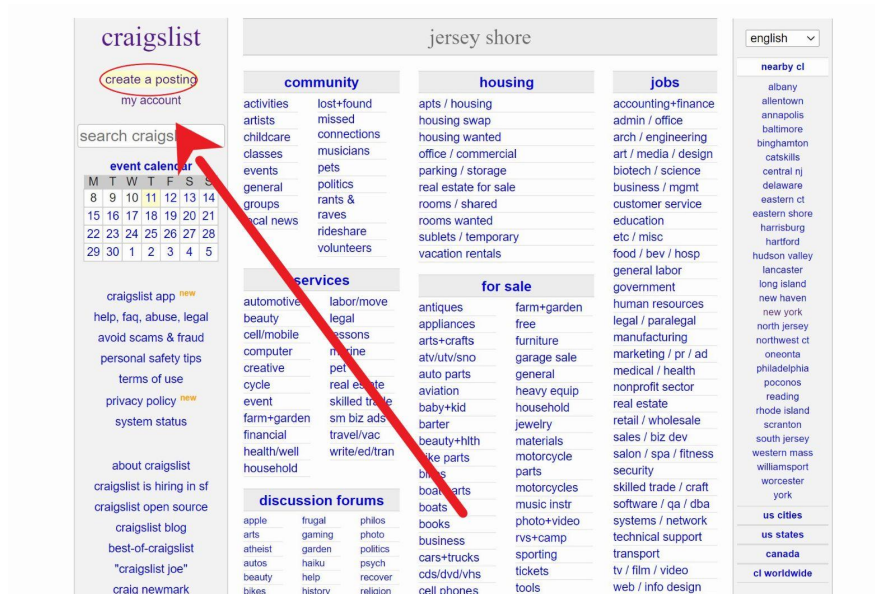
After all, it's the most popular website for finding part-time jobs and gigs.

Step 1:

Go to www.Craigslist.org

Click on the "create a posting" link on the main page. This will let you easily create a job post for an entire city to see.

The image below shows you where to find that link.



Step 2:

Select the “gig offered” option. It’s the best option to choose when you’re first starting out with Craigslist.

CL jersey shore > gigs > [log in] [create account]

please limit each posting to a single area and category, once per 48 hours

what type of posting is this: (see [prohibited](#) list before posting.)

- job offered
- gig offered** (I'm hiring for a short-term, small or odd job)
- resume / job wanted
- housing offered
- housing wanted
- for sale by owner
- for sale by dealer
- wanted by owner
- wanted by dealer
- service offered
- community
- event / class

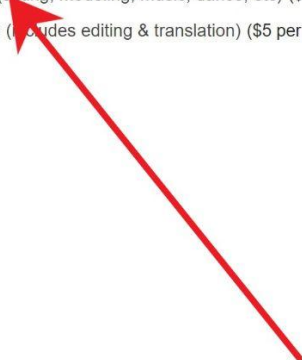
Step 3:

Then, choose either the “*event*” or “*labor*” option. From our experience, both of them can attract good sign placers and get you the best results.

CL jersey shore > gigs >

please choose a category:

- computer gigs (small web design, tech support, etc projects) (\$5 per post)
- creative gigs (small design, photography, illustration projects) (\$5 per post)
- crew gigs (low budget film/theatre opportunities EXCEPT acting, which go under "talent") (\$5 per post)
- domestic gigs (cleaning, babysitting, home care, tutoring, personal training, etc) (\$5 per post)
- event gigs (promotions, catering, wedding photography, etc) (\$5 per post)
- labor gigs (includes moving & hauling) (\$5 per post)
- talent gigs (acting, modeling, music, dance, etc) (\$5 per post)
- writing gigs (includes editing & translation) (\$5 per post)



Step 4:

Here is where you can finally use our “job post template”. Just copy and paste the template into these sections:

js > labor gigs >

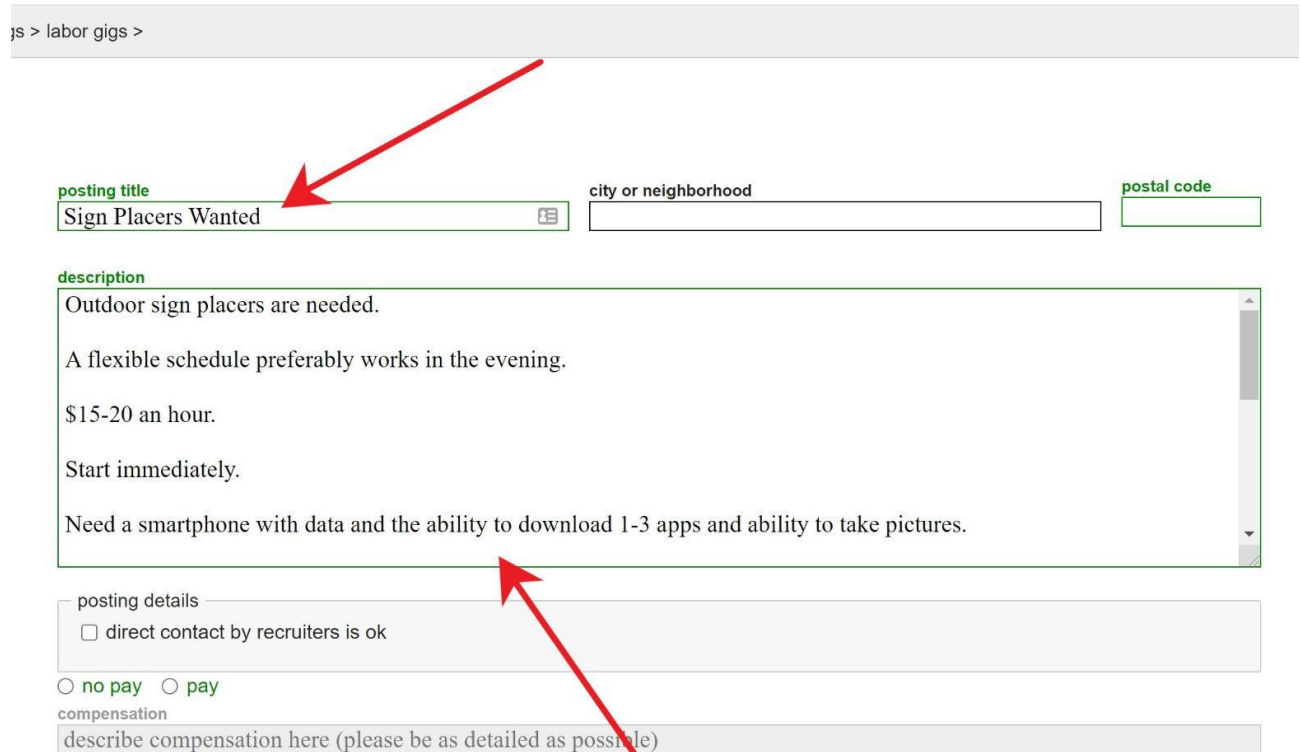
posting title Sign Placers Wanted **city or neighborhood** **postal code**

description
Outdoor sign placers are needed.
A flexible schedule preferably works in the evening.
\$15-20 an hour.
Start immediately.
Need a smartphone with data and the ability to download 1-3 apps and ability to take pictures.

posting details
 direct contact by recruiters is ok

no pay pay

compensation
describe compensation here (please be as detailed as possible)



Final Step:

Once you finish filling out your personal details, you can submit the post.

You're done! 🙌

Sit back and watch the applicants roll in.

Frequently Asked Questions

What should you reply to a potential candidate?

You can text them back, call them, or video chat. Regardless of the medium you choose, you must ask them 'screening questions'. This way you can filter out the bad candidates from the good ones.

Here are important screening questions to ask any potential sign placer:

- Which city do you live in?
- Which cities in your area are you available to work?
- Do you own a Car, Truck, Van, or large SUV?
- Do you have a qualified backup to run signs in case you are unavailable?
- Have you done sign placing before?
- Why are you interested in this job?
- Can you meet our schedule consistently?
- What is your email address?
- Please attach your resume.

When you're evaluating those questions, make sure you follow this checklist to avoid choosing the wrong person:

3-point checklist for picking the right candidate

Chances are, if you're looking for a sign placer, these are important qualities to look for:

- Proximity** - How close do they live to your sign placing route?
 - Reliability** - Do they have the time and flexibility to meet your schedule?
 - Readiness** - Do they have the tools (car, smartphone), the physical fitness, and the knowledge to complete the job?
-

What is the BEST rate to pay for a sign placer?

If paying per sign:

It's impossible for me to say what is the perfect price to pay per sign. Because at the time of this writing, the cost of gas and minimum

wage has been increasing fairly rapidly. By the time you read this, you might find that \$1 or even \$2 per sign is not doable anymore.

That said, there is an easy way to figure out how much to pay for a sign placer.

It's downright sneaky. And that is by simply checking what other business owners are currently paying for each sign placer right now.

To do so, search on Google for "*Sign Placer Job Posts*" in your area. This search will quickly let you see how much sign placers are getting paid in your area at this very moment.

If you're new to hiring a sign placer, I suggest sticking to the lower end of the pay scale, until you figure out what price makes sense for your business.

If paying an hourly rate:

The same technique applies for figuring out the hourly rate. Search on Google for "*sign placer job posts*" and see what the common hourly rate for sign placers in your area is. Then, decide on a good rate

If you're concerned about overpaying, set a limit for the number of hours a sign placer can work, until you figure out how much you can afford to pay.

In any case, it's important to use a tracking software like *SimpleCrew*, that will act like an insurance for your signs. For example, if you hand over 100 signs to your sign placer, then you need to make sure each and every sign will actually get posted up, right? Well, *SimpleCrew* is a way for you to verify that each sign IS posted up, thereby giving you a piece of mind. That's just the beginning of what you can do with our software. To learn more visit our website and [get a 14-day free trial](#).

How many responsibilities can you give to a sign placer?

If you're looking to outsource extra tasks, such as cutting out yard signs (or bandit signs) and writing out a message on it as well, then the question begs: are your sign placers responsible for that? Or should you pay them extra for those tasks?

I'm in the camp of paying your sign placers fairly, otherwise they'll simply quit.

Here's one way you can do that.

For any extra task that you wish to outsource, such as cutting out signs or writing out signs ...

Start by timing how long it takes YOU to do those tasks. For example, lets say it takes you 3 minutes to cut out and write out each sign. And

the minimum wage is \$20 per hour, which means each minute will cost you 0.33 cents.

Therefore, for 3 minutes of labor at 0.33 cent per minute will cost you 0.99 cents for cutting and writing out each sign.

That's your baseline rate. Of course, you can increase it if you want to be more generous.

Now, the more responsibility you give, such as sending the stakes to your sign placers and having them placing buy orders for signs and materials on your behalf, the more you'll want to raise their pay.

Should you pay for their gas?

It's NOT absolutely necessary to pay their gas if you're already paying them a good rate.

However, paying for their gas will prevent sign placers from feeling taken advantage of when gas prices are rising, rapidly.

If you do pay for their gas, don't promise to pay them for a full tank. Instead, pay them for the miles driven during their sign placement

route. But for that you would need a separate tracking software that would track their mileage.

If you're starting out with a new sign placer, I wouldn't suggest it at first. It adds more complications. Just keep it simple and pay them a fair rate.

How do I systematize my sign placement?

After you've hired a sign placer, you can completely systematize sign placement in as little as 4 steps.

Here's how:

STEP 1: **Distribute the signs**

Order signs from your favorite yard sign vendor and have them shipped to your sign placer, (or even better, let your sign placers order it themselves 😊).

STEP 2: **Give them the instructions**

First option is to text your team member the instructions of where to place signs.

Or use a free tool called GoogleMyMaps to build a custom sign placing routes (we've written a [blog post](#) to show you how to easily create a route.)

Alternatively, use SimpleCrew to store sign placement instructions inside of a campaign folder, where all the team members can view it. Even better you can add a GoogleMyMap custom sign placing route inside of SimpleCrew!

STEP 3: Have sign placers snap photos of each sign using the *SimpleCrew* mobile app.

Using SimpleCrew is like having a *secret window* to watch your sign placer doing his work in the present moment.

Photos appear as soon as they “snap” a photo. And you get special features such as the exact location and time they've placed each sign, which are necessary if you need signs to be placed within a specific date and time.

STEP 4: Review Reports and Pay your sign placer with Paypal or Zelle

SimpleCrew automatically gives you a weekly report (or whichever time period) that tells you the *total number of signs placed* from each team member.



This way you can quickly figure out how much to pay for their awesome work.

Some of our customers like to surprise their sign placers with a reward when their yard sign contributed to a successful deal.

And that's basically it.

Yep.

Seriously.

From here on out, there is little that you need to do.

Set it and forget it.

You don't need to worry about your leads, calls, or sales tanking because of a bad apple.

There is no trust needed.

Team members can manage the sign marketing campaigns themselves.

Most importantly, they do the work themselves.

Again, here's that [SimpleCrew 14-day free trial](#) to get you started with your first sign placer.

Enjoy!