

# World's Largest Classified Ad

## WE NEED SOME SERIOUS HELP AROUND HERE!!

By the way ... just for the record ... this is not a gimmick ... I REALLY AM looking for someone. This ad is for real. I call it my "Not Your Everyday Tax Professional Classified Ad".

### ANYBODY WILLING TO CRAWL ACROSS BROKEN GLASS?

Here's the situation. We need to add a person to our administrative staff. This person will need to be very special. Now, I need to be careful here because my goal with this ad is to entice you (and you *will* know who you are!) to want to work here so bad that you'd crawl across broken glass just to apply for the job.

So, here's how I'm hoping to accomplish this feat. Rather than starting off by giving you some laundry list of what your "duties" will be, I think I'll tell you what it's like to work here. THEN we'll see about the laundry list. Okay? Here goes.

I run a tax and accounting office. We have a staff of 5 here. To most people, that would dredge up images of us preparing all kinds of tax returns, doing bookkeeping and payroll services, and engaging in a lot of business consulting. Well, that's all true. But working here entails a whole lot more. Our work philosophy centers on people first. So, for example, if you have a child that has a baseball game at 3pm today you had better be there! Nobody will care, 20 years from now, how many phone calls you took or how many files you put away. But your kid will remember that you weren't there for the game!

Next, we are a very informal office. We enjoy each other's company. We have a great relationship with our clients and treat them as if they're family...because they ARE. We even treat EACH OTHER like family. You will be surprised by my staff (they are strong, independent thinking, caring people who take their job seriously). You will enjoy working with them. You will learn a LOT.

So, how am I doing? Hopefully, some of you are starting to get your interest piqued (or maybe you are thinking of a friend to tell about this).

Now that I've given you a feel for what it's like to work here, it's time to give you the laundry list...in a non-laundry-list fashion, of course!

### WE NEED A "CUSTOMER SERVICE SPECIALIST"

A successful hiring coach once said that before you hire someone you should ask yourself "What does the successful candidate look like?" So I'm going to ramble off a few thoughts that take shape in my brain as I think about this CUSTOMER SERVICE SPECIALIST.

This person will be, first and foremost, a genuine "people person". All of the other qualifications combined are not as important as this one. Next, this person will enjoy meeting and, eventually, getting to know our clients.

Next, this person loves answering the phone and getting to know the person on the other end...and I don't just mean their names!

Now, I know that I have weeded out a lot of people already. That's okay. Those who are still with me ... keep reading!

When I give this person a task, I know they'll get it done efficiently. This is a person who never runs out of work. This person is always cheerful. They never say "but that's not my job". This person is very detail-oriented. This person would not be happy if their knowledge of Microsoft Excel was weak...they would want to grow and expand their skills. They ARE a team player. They have no fear of coming into my office and being frank and honest with me...or any of my staff,

but they are never rude, pushy or inconsiderate when doing it. This person loves to answer phones and has a great phone voice (they must be GLAD to talk to the caller!). This person comes into our rooms and picks up our “shredding” piles without our having to ask. When the copier is doing weird things they deal with it promptly. They have high energy.

When I’m too busy to take a lunch break, they are more than willing to pick me up something to eat in my office. Keeping the kitchen clean, taking out garbage, getting the recycling center to come get all the shredded paper, etc...none of these are daunting tasks to this person! They’re confident, happy, full of life, ready to take on whatever comes their way. They don’t just water the plants, they talk to them!

Okay. I could probably go on and on ... but, hopefully, you are getting the picture. Remember, I have ONE goal for this ad. I want to spark the right person (whether that’s you or a friend of yours) to respond NOW. We want this person **AS SOON AS POSSIBLE**.

### **Who might the Right Person be?**

This person might be someone presently working somewhere but not happy. This person might be a professional in the business community who just wants a change of pace. This person may, also, be a mom who has raised 4 kids and is ready to get back into the workforce ... listen, if you’ve raised 4 kids nothing will stress you out and you may have all the characteristics I described above. So, you can see that it’s the PERSON I’m looking for ... not your present job, or lack thereof. I don’t care if you have *decades* of experience or no experience.

## **THE GRAND FINALE ... WHAT DO YOU NEED TO DO?**

Okay, I sure hope I enticed some people to respond. If that’s the case, you’ll need to know what to do. By the way, please feel free to pass this help wanted ad around to friends and relatives!

**First**, prepare a simple resume. It doesn’t need to be pretty, cool, flashy, bizarre or anything like that. The simpler the better. If you are the mom I talked about earlier, then for “work experience” put down “I raised 4 kids for the last 15 years”! Believe me, that’s work experience!! And it counts!

**Second**, take a single sheet of paper and put your name, address and phone number at the top in the middle. Then, skip a couple of spaces and tell us something about yourself, or why you want this job, or what makes you unique...honestly, all I want from this is a “peek” into your personality. If you hand write it, that’s okay, but it should be very legible. Be simple, real and direct in what you write.

**Third**, visit my website at [www.southwestlouisianacpa.com](http://www.southwestlouisianacpa.com). I will ask you about this.

**Fourth**, take the resume & sheet of paper and send it to me at my office. How to get it to me? E-mail it, bring it in, snail-mail it in, whatever.

## **TIME TO SAY GOOD-BYE (FOR NOW)**

I just know that the right person is out there. I am convinced there’s a PERFECT fit. I trust that those of you reading this, if you are not that perfect fit, give it to a couple of your friends to read. Would you do that for me? Thanks. This is a great community with great people. We are very blessed to be living here. I intend to die here (well...not right away, of course!).

Ok that’s it. Thanks for reading. We’ll be in touch!

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