

Module 2: How to Recruit

Step 3: Posting the recruitment post. You want to post this post (and update it regularly) in four separate places.

- a) WoW Recruitment forums.
- b) Your realm forum.
- c) Wowhead's Guild Recruitment forum.
- d) MMO-Champion's Guild Recruitment forum.

There are other places that are useful, but these are the key ones.

Why so many posts, you ask? Why keep them updated? There's a concept called *EFFECTIVE FREQUENCY* that exists in the advertising world. Let's face it, the first part of recruitment is advertising. You are trying to get the attention of other people among a ton of competitors. If you're new, you're not Coke, you're not Pepsi, you're not even Dr. Pepper. You are some no-name cola brand and without an attempt at making use of the effective frequency concept, you are practically dead in the water. Sure, you'll get some awful applications, but, by and large, the more applications you receive, the more choice you'll have in selecting who you add to your guild's roster. If you need a warlock and one warlock applies, you might be stuck and have to accept them even if they're not quite what you're looking for. However, if you have *three* warlocks apply, you'll have your choice of the three. So the first part of recruitment is all about attracting attention to your guild. How can we do that? That's where effective frequency comes into play.

Effective frequency basically says that someone is more likely to purchase a product the more they are exposed to it. Think of your laundry detergent. Why do you use that

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particular brand? Is it because it's what your parents used? Is it because you saw an ad for it on TV? Or is it because it's cheaper than the rest? My laundry detergent is liquid Tide. My parents use powdered Sunlight. I started using liquid Tide after I'd seen enough advertisements encouraging me to do so *and* because I then saw it on sale at my local grocery store and, frankly, because the jugs of liquid detergent are much easier for me to carry home from the store. And I've just kept buying liquid Tide since.

Guild recruitment is a lot like advertising and it can rely on the same principles. Let's say you're in the market for a new guild and you are absolutely overwhelmed with all the guild recruitment ads you see, which is a pretty typical response for someone seeking a new guild.

Let's say that you see an ad for a guild called, oh, I don't know, Apotheosis. The first time you see their guild recruitment ad, you're probably going to say something like "whatever, yet *another* guild recruitment ad," and keep looking. The Apotheosis ad may not strike you at the time you first see it. The guild may not even be recruiting your class.

However, if you see the ad every day on the recruitment forums for the week during which you're searching for a new guild, it'll have made an impression on you.

Let's say that, since Apotheosis wasn't recruiting your class, you joined another guild, which we'll call Chillin. Sadly, not three weeks after you joined Chillin, things crumbled into itty, bitty, tiny pieces. It's back to the guild recruitment forums you go!

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“Hey, look,” you might say to yourself, “there’s that Apotheosis ad again. And hey! They’re recruiting my class! Huh, maybe I should check this out...”

What you’ve just experienced is effective frequency. You’ve seen the ad several times at this point. Further, *because* it’s recognizable to you, it has a small advantage over other guilds with which you’re not familiar.

Remember, you’re recruiting for the future, as well as the present. Yes, you want to get new people into your guild right now, but you also want to make sure that people think of you down the road. Without consistent posting in several locations, that won’t happen. It’s absolutely vital that you keep your recruiting efforts consistent. If you’re not actively recruiting, that’s fine – keep posting and limit it by saying “While we’re not in search of any particular classes right now, any *exceptional* players will always be considered.”

(If you’re interested, you can read more about effective frequency over here at Wikipedia:

http://en.wikipedia.org/wiki/Effective_frequency)

Okay, now that I’ve hopefully convinced you to keep recruiting *consistently*, here are some tips regarding posting regularly in each of those areas that are valid as of this writing.

First of all, bookmark the WoW Recruitment forum post, because it’s a pain to find it easily if you’re not just refreshing the WoW Recruitment forums constantly. Secondly, you’re technically not allowed to “bump” your

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thread. So instead of just posting “Bump!” to get my post up to the top of the first page, I started writing haikus describing our recruitment needs or progress. At the very least, if they tried to ban me from the forums, I could say that I was being creative and that I wasn’t bumping, per se. Here are some exceedingly ridiculous examples of my poor haiku skills.

*DPS wanted!
Apply today to join us.
One of eight HM.*

*Seeking a few good
DPS for heroic
raid content. App now!*

*Apply now! We are
working on Hagara on
heroic mode. Woo!*

*I need DPS
applications so I can
stop the bad haikus!*

*Please apply today
so that I can stop writing
bad haikus, okay?*

*Warlocks. Oh how I
love their awesome, demonic
powers. Apply now!*

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*Where have all the great
warlocks gone? Woefully sad
that we have ZERO.*

*Warlocks are cherished
in our guild. Not for healthstones
or summons. Just 'cause.*

*Apply today with
a parse and enchanted gear.
Apotheosis.*

Uh, yeah, we *might* have been really desperate for warlocks for a while there... Right, anyhow, that's how I managed to bump our thread fairly regularly even when I had nothing new to add to the first post which listed our progression and recruitment needs. (Feel free to be less dorky in your attempts.)

For your realm forums, as long as you stay on the front page, you're doing fine. People interested in coming to your realm will look on the first page, but probably not the second page, and look at various guilds to see if any are a good fit. Also make sure to bump every time you progress. (For non-raiding guilds, bump every time you achieve something in whatever it is you do during your events – arena ratings, RBG ratings, challenge modes, whatever.)

Wowhead's forums are a little daunting in that they will nail you if you post in your recruitment thread more than once every 24 hours. They mean it. Not 23 hours and 57 minutes; once per 24 hours and not a second sooner. Typically, I liked to post there almost every day. If I was still on the front page, I'd let a day go by and just post the

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next day. I *would* edit the first post regularly, though, even if less than 24 hours had gone by, as long as it needed updating. For that reason, I would usually not bump it on raid day, but would do so right after raids, particularly if we progressed.

MMO-Champion is even pickier about its posts, in a sense. You can't just create an account and log in and post, exactly. Well, you can, but your links in your post will NOT be hotlinked and your readers will need to cut and paste your links into their browsers. Tip: you get a LOT more clickthroughs if your links are, in fact, clickable.

How to get your links (which includes links in your signature) to be clickable? Simple. Post 10 times in a forum that *isn't* a recruitment forum. Now, when I say "post ten times", I don't mean spam crap in some random forum. They'll catch on to you pretty quickly. What you really want to do is find active threads where you can chime in. This is going to be pretty easy, because there are forums for every class. Go to a forum for a class with which you're very familiar and start posting. Like I said, make sure it's not spammy. Make an actual contribution to the discussion. Once you hit 10 posts (or the rank of "Grunt", I believe it is), your posts will now have clickable links. This is key! Then you can post in the appropriate recruitment forum.

So those are the main places you want to post your general recruitment post. Make sure your spelling and grammar are correct. Remember, this is your chance to make a first impression on others. Keeping these posts bumped and updated *will* get you some applicants.

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Based on my Google Analytics stats for the Apotheosis website, over the last two and a half years, MMO-Champion referrals almost tripled Wowhead referrals, but Wowhead referrals were still 16th in overall referrals to the site, out of 120 separate referring sites. Obviously, since WoW forums don't allow for clickthroughs, I don't have stats on how good those referrals are, but if I ever slacked on those, I felt it in the lack of applications.