

Module 2: How to Recruit – Sneak Peek #3 Kurn’s Guide to Being a Kick-Ass GM

Applications (Continued)

(In the full GM Guide, you’ll be able to see what questions I asked on our application and why. This free sneak peek covers the stuff that should accompany your application, such as instructions and information.)

Okay, so by now you’ve probably gotten your application all sorted. You know what you want to ask, you’ve written up the questions and organized them in the order in which you’d like to see them answered. Great. However, there’s more to it.

In the forum post I called “Guild Application”, I always had a *preamble*. Again, taken from the Apotheosis application at the end of Cataclysm:

As of **July 20th, 2012**, Apotheosis is seeking a variety of classes. Please note that our preferred openings consist of **one or two warlocks and one moonkin**, but we would be happy to see applications from *other skilled ranged classes* as well. We are closed on mages and hunters for the time being.

While we are not openly seeking applications from DPS death knights, rogues or DPS shaman, strong applications with good experience in heroic Dragon Soul with equivalent gear will definitely get a good look. (Please note to any rogues: both of our rogues have their legendaries, clusters would go to you if needed.)

The better geared and experienced you are in current content, the better chance you have at getting a trial.

Currently in trial: One hunter, one mage, one shadow priest.

Of course, if you feel you are a *truly exceptional* applicant, we’ll happily look at your application, but unless you are a class and spec we’re looking for, we cannot promise we can integrate you into our prospective raid group just yet.

Let’s break these paragraphs down. Paragraph one starts with the date, which is important. It’s important that this get updated frequently so that potential

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applicants are always presented with the latest information. You don't want to be searching for a warlock and then have seven of them apply after you've filled the spot. (Not that there are that many warlocks, if our experience with the class is about average...)

Also in paragraph one, it's mentioned that we were seeking a *variety* of classes, but then goes right into our *preferred* openings. We also indicated we would have looked at other skilled ranged classes, although we were full on mages and hunters. That means that while warlocks and moonkins were what we were seeking, we also would have taken a shadow priest or an elemental shaman.

Paragraph two explains that while they're not exactly what we're seeking, a strong applicant who was a DPS death knight, a rogue or any DPS shaman (elemental or enhancement) with a lot of heroic Dragon Soul experience would have been acceptable.

Those two paragraphs changed frequently. Any time I was updating recruitment needs, that post got updated.

Paragraph three was pretty static. We wanted to emphasize that experience in current content was important to us.

Paragraph four was the status of current applicants. At this point in time, we had a hunter, mage and a shadow priest currently in their trials. I never liked pitting people against each other, especially if it was just for one raid spot and especially if someone was transferring to our server. That's why a mage and a hunter were both in a trial but we said we had no more openings for mages or hunters. Had the mage or hunter not passed their trial, we would have reopened recruitment for those classes. As soon as someone is offered a trial, we close that recruitment spot until they prove they aren't capable of filling the spot.

Now, had a truly, *truly* exceptional hunter shown up, we would have had to give them a look. We wanted more ranged classes and would have taken a hunter who was equally progressed or even more advanced than us, if they were a good fit. This is a judgement call, though, and will depend on the individual needs of your guild versus the applicants you get.

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Okay, the preamble done, here we go with the instructions.

Please follow the instructions carefully.

- 1) Copy everything BELOW the "COPY BELOW HERE" line.
- 2) Paste it into Notepad or another text editor.
- 3) Fill out the application.
- 4) Create a new topic in this forum with your toon's name and spec and whether or not you're a transfer in the title. Also bear in mind that we want you to select *one spec* to apply with and this should be the spec with which you are most comfortable and familiar. Mentioning an offspec in the application form is fine, but we should be able to tell what spec you will be playing just by reading the title of your post.

Example:

Kurnmogh, Marksmanship Hunter (no transfer)

or

Madrana, Holy Paladin (transfer)

- 5) Paste your completed application into the new topic and post/submit to save your post.

Incomplete applications may be discarded!

Pretty simple, right? I don't think that really needs much breaking down. This next part might, though.

- Remember that good grammar, spelling and humo(u)r are a plus. A sloppy application that is impossible to read will probably not get read.
- Incomplete applications (such as missing a parse or other information required) will not move to the interview portion of the process until they are complete and your application *may* be declined without being complete.
- We feel that your average equipped item level is only a guide to your potential. Having said that, your average **equipped** item level should be at least **384** in your raiding gear, to ensure that you meet our minimum requirements for being raid ready.
- Be familiar with our [Guild Rules, Policies and Ranks](#).

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- Be familiar with our Raid Requirements.
- The toon you are applying with should be level 85.
- By submitting an application, you are stating that you are willing to regularly raid for the foreseeable future (**4+ months**) on the toon you applied with, in the spec you specified, contingent on being accepted as a full member of Apotheosis.
- Our raid times are server/EST: Tuesday, Thursday and Sunday: 9pm to 12am (midnight) and raid members are expected to be on about 10-15 minutes ahead of time for invitations.

Please do not whisper or send in-game mail or forum private messages to any member of Apotheosis with regards to the status of your application. All application discussion will take place in your application thread. Disregarding this instruction may mean that your application will be rejected.

--- COPY BELOW HERE ---

I am a stickler for good grammar, good spelling and I like an applicant that shows they have a sense of humour. I also hate applications like this gem we once had:

raided sence vanilla wow partially, took a break in the middle of that, restarted during burning crusade and played to the end of wotlk all dungeons on another server, starting fresh on this one due to my friends. i quit at the start of cataclysm so nothing for this expan yet.

well my only main class i played sence burning crusade that was resto shammy, basicly learned by myself through experiance, and some sugestions when things changed due to what ever reason. this will be my first time trying to do an actual non healing class for raiding so most likely ill experiment for alittle and if things dont go well my next option is normally to ask another warlock and 3rd is to try to use a site but ive no actual website i use.

Similarly, look at this terrible sentence.

well to save this app from being 9 pages long I go for the most int i can get i also try to keep my haste as high as i can, i only put mixed gems in gear

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with a +20 int bonus because unless that 20 haste puts me above a cap than its not really worth the potential int loss

Punctuation, spelling and grammar are all very important things. In the online world, your *words and your ideas* are used to gain a first impression, so I was a huge proponent of insisting applicants actually put in some effort.

What about incomplete applications? Good Lord. Even if your application is just three questions long, you will, undoubtedly, get incomplete applications. I had to add this line in midway through Cataclysm when we got a string of something like six applications *in a row* without a World of Logs parse.

The next bit was to help ensure our applicants were able to do the bare minimum in terms of contribution during raids. This item level changed throughout the expansion. Sadly, many people still applied without hitting this number.

We wanted applicants to be familiar with our rules, policies and ranks as well as our raid requirements, so we linked to those forum posts and made sure applicants could see that content on our forums.

Level 85 was the level cap in Cataclysm and was the level you had to be in order to enter a raid. Despite that, I had to insert this line into the application after one too many characters in their mid-30s applied.

The next note is for the guild's protection, basically. We wanted a reliable, solid roster of players and part of that was ensuring that the applicants were willing to regularly raid for at least four months on THAT character, in THAT spec, should they be accepted as a raider. The last thing you want to do is accept someone and then promote them and then have them vanish for a month, or ask if they can play a different class or role. This actually worked really, really well.

Then, we reminded people of our raid times. Never underestimate how many people *won't grasp that before applying*.

Finally, remembering how often our members had been disrupted by whispers in Burning Crusade, we wanted to protect our guildies from harassment and so mentioned that whispering with or sending private messages to any member of

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the guild about their application's status might jeopardize their chances. This worked really well and if someone ignored that portion of the instructions, we could always refer them to it and that usually shut them up pretty quickly. (There is little that is worse than being harassed by a potential applicant while working on a progression fight.)

Looking for more?

That's just a *portion* of Module 2 of my Kick-Ass GM guide. The full guide is over 300 pages, so there is a ton more info waiting for you. Like what? How about detailed examples of just about every aspect of guild leadership? That includes starting the guild, recruiting, dealing with officers, managing the community, expansion planning and even stepping down. Each module comes with two free Sneak Peeks, too:

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Thanks for reading,

Kurn :)