

your exclusive toolkit for

BUILDING YOUR TEAM

*Create a team that allows
you to do the work you love.*

by: EMILY PERRON



emilyperron.com



Hey there!

I get it... You've built your blog mostly by yourself and now it's at a point where you're stuck doing all the things instead of the ones that you love.

But, when it comes to hiring employees or contractors, how do you find the amazing ones? How do you know if they are going to be the right fit? How do you know that you can trust them to do work that's up to your standards?

These are valid concerns that many of my clients have shared with me. Which is why I want to give you some tools that will support you in finding the best candidates for your unique blogging business.

This guide will set you up for the success you deserve as you take the next step in your business and begin to build your dream team. I'm here for you!



01

Write a job posting that attracts the best candidates.



02

Create a work sample to help you select the ones to interview.



03

Interview with confidence and clarity.



04

Communicate with candidates like a pro.

Are you ready to get started building your dream team? Then read on...

A gold-colored pen lies diagonally across a light green spiral-bound notebook. The notebook is open, showing a blank page. The background is a soft, light-colored surface with faint, delicate floral patterns in a pale pink or peach hue. A semi-transparent, muted purple rectangular box is positioned in the upper right, containing the main title in white, all-caps text.

THE NUMBER ONE GOAL OF A JOB POSTING: ATTRACT THE BEST CANDIDATES

HERE'S HOW TO WRITE A JOB POSTING TO ATTRACT THE BEST CANDIDATES

Use this outline to write incredibly effective job posts. First, answer the questions in as much detail as you can. Then, come back to what you wrote and edit it down into a clear and compelling job description. Think of it like writing an informative blog post!

01

GENERAL DESCRIPTION

What does a successful candidate look like?

Who do you want to work with?

What qualities would the perfect candidate have?

02

ONGOING RESPONSIBILITIES

What do you expect this person to do on a daily, weekly and monthly basis?

Which aspects of your main processes would this role be responsible for?

03

PREFERRED EXPERIENCE

How much experience are you comfortable with?

What types of specific experience do you want them to have?

What systems do they need to be familiar with?

04 ABOUT YOU AND YOUR BLOG

Who are you? What makes you fabulous?

Why do people like working with/for you?

What aspect of food does your blog focus on? Why is that important?


APPLICATION INSTRUCTIONS

In lieu of a cover letter, what questions should a candidate address in the application?

Is there anything applicants shouldn't do or say?

When can applicants expect to hear from you?

CREATE COMPELLING WORK SAMPLES



Work samples are like a magic ball letting you peek into the future performance of the candidate before you decide whom to interview.

Use these suggestions on the next page to get solid work samples and understand what to look for when reviewing them.

**MAKE THE WORK
SAMPLE SIMPLE,
RELEVANT AND
DETAILED SO THAT
YOU GET GOOD
EXAMPLES**



01

Customer Service: Ask candidates to respond to a few emails or comments that you've received on recipes or posts.

What to look for: Notice the tone of voice they use with your readers. How well does it reflect the tone of your blog? Does their approach align with yours?



02

Project Management: Have candidates share their screen in a video about a process or system they have set up or improved.

What to look for: Listen for phrases that demonstrate they are speaking from experience. Beware of the phrase, "I would" because it indicates they are speaking hypothetically and may not have the experience you seek.



03

Writing and Editing: Provide candidates with a brief writing project and an editing project so you can see their approach to both.

What to look for: Notice whether they can naturally pick up on the tone of your blog and how thorough their editing is. Did they provide substantial suggestions that improve the content or just proofread for grammar and spelling errors?

**When you think about hiring,
chances are interviewing
comes to mind.**

But how do you know what to ask to find out what you really need to know? On the next page you'll find my favorite and most powerful interview questions for getting to know candidates and deciding which is the best fit for each unique role.

SAMPLE INTERVIEW QUESTIONS

Tell me about you. What experience do you have with <<role>>, especially in terms of content?

Why are you interested in working with <<blog name>>?

What is your ideal client like?

What do your clients typically like about working with you?

Tell me about the client you have cared the most about.

What are your career or business goals and aspirations?
Where do you see yourself in five years?

What else are you working on right now? Do you have ongoing clients? Other jobs outside of freelancing?

If you use these questions, be sure to adjust them according to the role and your needs.

My most effective interview strategy is to listen for real-life examples demonstrating the skills or mindset that you're seeking. Remember, actions speak louder than words—especially during interviews.

COMMUNICATING WITH CANDIDATES



ALL TOO OFTEN, FREELANCERS HEAR NOTHING AFTER THEY SUBMIT AN APPLICATION, WHICH LEAVES THEM FEELING FRUSTRATED AND DISAPPOINTED.

The email templates on the next page can help you create a positive impression of you and your blog by using the right approach to following up with applicants who aren't the right fit for your role.

DECLINE EMAIL TEMPLATES

Decline after applying

Thank you for applying for the <<role>> position at <<blog name>>. Our hiring team has reviewed your application and decided to proceed with other candidates. We wish you all the best.

Decline after the work sample

Thank you for submitting a work sample for the <<role>> position at <<blog name>>. Our hiring team has reviewed your materials and decided to proceed with other candidates. We wish you all the best.

Decline after interviewing

Thank you again for meeting with me for the <<role>> position at <<blog name>>. At this time, we have decided to proceed with another candidate. We wish you all the best!





About Emily

**EMILY HELPS
BLOGGERS LIKE
YOU BUILD TEAMS
THAT ALLOW YOU
TO DO THE WORK
THAT YOU LOVE**

Emily Perron helps bloggers expand and improve their teams with people who care about them and their businesses. She's developed a strategic hiring process that's allowed her to find dozens of knock-out contractors on behalf of her clients, as well as within her own business, and is passionate about aligning the right person with the right role.

Emily has a Master's Degree in Industrial and Organizational Psychology and Bachelor's Degrees in Psychology and English. Her professional background includes working in Marketing, Coaching, and Organizational Development.

In other words—she really understands people! And she likes to connect with them on a fundamental level to understand their values and empower them to reach for interesting and ambitious opportunities.

When she's not working, you can find Emily traveling or enjoying the outdoors of the Upper Midwest—yes, even in the winter—hiking, snowshoeing, paddleboarding and swimming with her husband and their energetic Labrador retriever.

LET'S CONNECT

You're used to doing things on your own but to take your blog to the next level, you need a solid team. Which is where I can help. If you want to find the right talented, passionate, trustworthy people to help you grow your business and your impact, I'm here for you.

Schedule a one-on-one call with me and let's figure out the right roles for right now.

[SCHEDULE A CALL](#)

LET'S CONNECT ON SOCIAL



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