

Hello, I'm [NAME] with [COMPANY NAME] and I'll be interviewing you for the day. First I am going to start with some questions, then I'll tell you about how we work and what your responsibilities would look like day to day. Sound good?

Great!

How stable or new is your computer?

Do you have a headset? (i.e. noise cancelling) Are you currently using it?

How is your internet speed? Do me a favor and go to speedtest.net and send me a screenshot of your internet speed. (\*you're looking for solid download AND upload speed here)

Are you available to work during Eastern Standard Time business hours?

Have you worked with [ADS PLATFORMS YOU'RE WORKING WITH]?

We run campaigns with one single purpose: to drive phone calls to our clients. All campaigns created and optimized will be for this purpose and nothing else, which makes it super simple to do over and over again, a lot!

We work on a 90-day probationary period to make sure we both are a fit for each other. We start 90-days through Upwork and then migrate towards PayPal after the probationary period ends. Ultimately, we want to make sure you're happy working for us, and that we're happy with your results.

Here's what your day will look like Monday - Friday:

### **1st half of your day (4 hours, can vary)**

- You will be tasked with optimization of all campaigns on a schedule that will be created by you.
- We have company training to teach you how to do each piece of optimization on every campaign, the good news is, you do the exact same thing, every time!

## **2nd half of your day (4 hours, can vary):**

- You'll be creating new campaigns for the new clients our company starts working with. In most cases this is campaign duplication from an already successful campaign. So you won't have to be creating brand new campaigns and doing a ton of work. It's actually really simple work, it just needs to get done every day.
- Send in a daily and weekly recap report of how much was spent in Ads that day/week, how many calls were driven, how many clicks, and finally impressions. This is for each and every campaign.

\*\*\*IF QUALIFIED based on how they communicate, sound and the answers to the questions above, then proceed to next steps. If not, move on to the next candidate\*\*\*

Here's what we're going to do next:

We are going to give you temporary admin access to an account and let you create an ads campaign using our training. We'll then review the created campaign and get back to you. Please send us an email address we can use to grant you this access and create this campaign ASAP. We will be reviewing your response and several other candidates as well and making our decision by [TIME AND DATE].

Do you have any last questions for me?

(Answer questions then hang up)

\*\*\*Review their campaign creation test and continue on with the Setup Guide for Campaign Manager & Creation.\*\*\*