To proceed to the next phase in our candidate selection process, there are a few questions that require your thoughtful response. Please complete these questions, save it as a Word file or PDF, and then attach this file using the link you received in this email.

If you have any questions, please reach out to Natalie at [nphillips@innovative-outsourcing.com](mailto:nphillips@innovative-outsourcing.com)

**Help Us Get To Know You**

**Your name:**

* What did you do on your last vacation?
* Where have you worked virtually?
* What are the challenges with working virtually?
* What would you like to be doing more and less of?
* What motivates you?
* Mistakes happen - what’s your learning process?
* Based on the [MedPB.com website](http://www.medpb.com/) and [job description](https://medpb.bamboohr.com/jobs/view.php?id=20) - list the questions you need to be answered to be successful at MedPB.
* Which are your top 3 favorite work-related books currently on your bookshelf?
* What are your top 2-3 trusted sources of news?

**Writing**

* What is the goal of direct response copy?
* What are the key elements of direct response copy?
* Who are your favorite direct response writers?
* What’s your writing process?

**Writing Test**

Show us how talented you are! Here is some background info:

* Our target market is medical practice owners
* Their primary concern is getting new patients in the door
* Our 4 most popular blog posts are:

[8 Ways To Improve The Patient Experience](https://www.medpb.com/8-ways-improve-patient-experience/),

[2 Steps to Instant Patient Referrals](https://www.medpb.com/2-steps-to-instant-patient-referrals/),

[5 Questions to Ask to Avoid Online Medical Marketing Cons](https://www.medpb.com/5-questions-ask-avoid-online-medical-marketing-cons)

[21 Ways to Boost Hearing Aid Sales for Valentine’s Day](https://www.medpb.com/21-ways-boost-hearing-aid-sales-valentines-day/)

For more examples see the [www.medpb.com/blog](http://www.medpb.com/blog)

Given this information, please write three blog post titles that use this formula or an even better direct response headline formula to show us how talented you are.