

# The “DO NOTS”

## QUICK TIPS

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### DO NOT:

1). RELY solely on jobs advertised on the Internet or in your local newspaper! Instead, hang on to that info and use this guide to help you capitalize on both of those resources as a tool in your career search!

2). ...RELY solely on posting your resume to Internet posting boards and think employers are going to respond. Marketing it online is an approach that has proven time after time to generate only limited results. Should you use it as *PART* of your strategy though? YES!!

# GET STARTED ON YOUR NEW CAREER

## OUR EXPERT RESUME DISTRIBUTION GUIDE

Now that you have an **OUTSTANDING** resume in your hands, what do you need to **DO** with it to get yourself **NOTICED** and **LAND** those interviews?



## It takes **WORK AND AN AGGRESSIVE MARKETING CAMPAIGN** to **GET RESULTS!!**

In the end, the **REWARD** for your efforts will be a **NEW JOB** and the **NEXT STEP** towards building a rewarding career!

When we require in our terms that you provide us with 40 copies of **FAX RECEIPTS** or **CERTIFIED MAIL RECEIPTS**, our goal is **ASSIST YOU** in “thinking outside the box” to generate interviews and land your dream job!

We hear all the time – “I CAN’T mail or fax my resume to this employer – their ad says ‘EMAILS ONLY’” or “THEY DON’T GIVE AN ADDRESS or FAX#” – **SO WHAT!?** Why should that **STOP** you from taking a few minutes to **RESEARCH** the company, find out who makes the hiring decisions and **SEND A HARD COPY OF YOUR RESUME** anyway?!

## The Secrets to **SUCCESSFULLY** marketing your resume:

*(Note: The snail mailing (and saving of certified mail receipts) of at least 40 copies of your new resume to executives in your field is the portion of our advice that must be followed in order to qualify for our "Jobs Within 45 Days" guarantee.)*

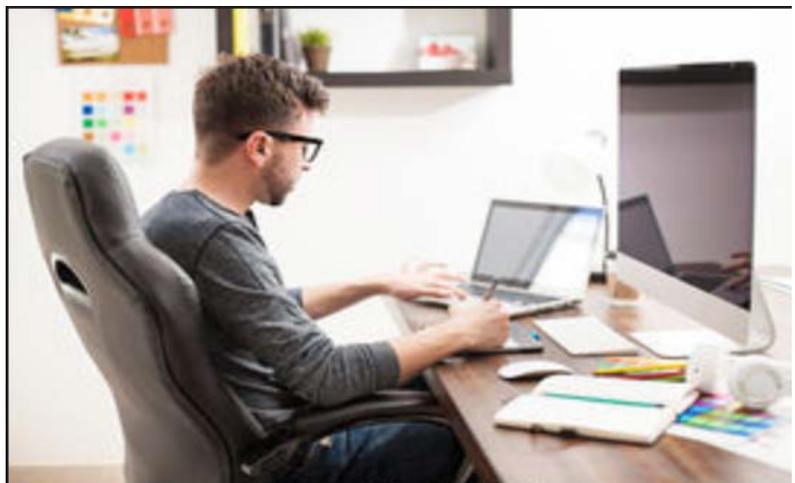
- Use online advertisements to identify **TRENDS** in **COMPANIES** that appear to be hiring. **RESEARCH** each company to find out who the key decision makers are... and then **SEND THEM A HARD COPY** of your resume accompanied by a **TARGETED COVER LETTER** (addressed to each decision maker) highlighting how **YOUR** background will **SUPPORT** their needs based on your research of their organization.
- Use print job ads ("classifieds") to identify **TRENDS** in **INDUSTRIES** that appear to be hiring. Start **RESEARCHING** executives and/or decision-makers in each company and **SEND HARD COPIES** of your resume along with **TARGETED COVER LETTERS**.
- Go through **VOLUMES** of advertisements without limiting your reviews of ads to jobs that “match your qualifications” – People tend to look only under a specific category, (i.e. “accounting”) – completely **MISSING** all **OTHER** advertisements out there that can be used as **RESEARCH TOOLS** to determine potential markets, companies and decision makers to **SELL** themselves. It is the same strategy that successful sales and marketing professionals use – defining a lucrative market and **COLD CALLING** with a **RESUME** and **TARGETED COVER LETTER**.
- Have they stated “no phone calls” or “email only” in their advertisement? That should not stop you from contacting them anyway and getting a hard copy in front of them – what’s the worst that can happen?
  - If they say “no,” you still did everything you could to get noticed and they’re likely to still accept your online submission anyway!

# NETWORK, NETWORK, NETWORK!

- **NETWORK** to generate LEADS and then FOLLOW-UP with a strong and particularly *FOCUSED* INTRODUCTORY LETTER and HARD COPY of the RESUME.
- **ONE** solid tool... of course, is to ask friends if *the company they work for is hiring*. NO? Ask for the name of the person who does the hiring anyway- Assure them you will not drop their name if it makes them uncomfortable –but if they are willing to let you use their name, then by all means do so in your Intro Letter.
- **BELONG** to any social organizations? Do you

**RESEARCH! RESEARCH! RESEARCH!** The Internet can be your path to success! Follow these easy steps:

- Google search company profiles – there are volumes of sources on the Internet where you can research organizations. Educate yourself on what each company does. Determine who the key hiring contact is. Call them if you have to... and ASK who makes the hiring decisions at their company and get a physical address. Then, send them a HARD COPY of your resume along with a FOCUSED INTRODUCTORY LETTER. In that letter, tell them WHY you're interested in them by highlighting a few things you've found out through your research – this shows you are really INTERESTED in their needs. INCLUDE a few bullet points highlighting HOW you believe your background/qualifications would UNIQUELY support THEIR NEEDS.
- Pull up the online equivalent of the “yellow pages” for your target geographic area and use THOSE as a tool to identify companies in the area and again, start researching. Google the name of the company and find the contact info for their hiring personnel. You may even be able to find the company's key hiring contact through LinkedIn. Put together a SHARP INTRODUCTORY LETTER using the same approach above, and send it to them along with a HARD COPY of the RESUME.



## ALWAYS FOLLOW-UP!

ALWAYS follow-up on E-Submissions with a **HARD COPY**. Anyone who has been out in this challenging job market has seen it time after time- They e-submit their resume... They receive an automated response that "resume has been received" – and from there –who knows **WHERE** it goes?! Chances are good that no human has even read the resume – at best, maybe they auto-

- Did it get in front of the **KEY HIRING SOURCE** – the one who really **MAKES** the decisions of who gets brought in for interviews and who gets hired? Probably not. So, **AGAIN-RESEARCH** any company you've e-submitted a resume to, get the name of the **DECISION MAKER** and get an address or fax number.
- **THEN**, send a **HARD COPY** tot that decision maker. **INCLUDE** a polite **LETTER** stating you are following-up on the resume you had e-submitted and are **SO** interested in the position you wanted to make sure to get a hard copy to them. In that letter – include a few brief bullet points highlighting **WHY** you are the **PERFECT CANDIDATE** for the job.

## THINK OUTSIDE THE BOX!

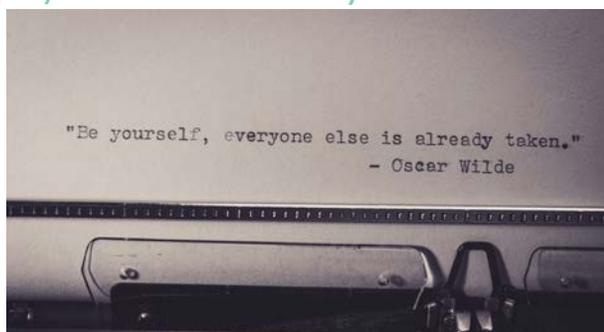
The majority of job hunters rely on posting boards or e-submit their resumes in response to advertisements and then wait for opportunity to knock. This reliance on mass submitted electronic resumes is too passive and largely ineffective: Most job hunters limit their career marketing to only those 2 strategies. Thus, the competition is extremely high and most resumes are never reviewed by human eyes. You should still use these avenues\*\*\*--but you should not limit yourself to them.

Snail mail your resume to executives in at least 40 companies in your field. That one sentence is our greatest piece of advice to you.

Make **SURE** to either get fax receipts or send the resume via Certified Mail. This substantially **INCREASES** the chances that the resume **MADE IT TO THE RIGHT PERSON**.

ONE final "secret" that successful job hunters know... to get **RESULTS** you need to **MASS MARKET YOURSELF**; on average They send out at least 20 **TARGETED HARD COPY RESUMES** weekly. They look at their career search as a full-time job and they tackle it like a full-blown marketing campaign. Does it take hard work? **ABSOLUTELY!!** **BUT**—isn't it worth it if the end result is a rewarding new career???

- **Relying \*solely\* on e-submissions** in response to posted openings just does not work as well!:
  - If you only post your new resume online, you've **SUBSTANTIALLY INCREASED YOUR COMPETITION** – Employers are usually inundated with thousands of other resumes from candidates who are in direct competition with you for employment.
  - Those resumes **RARELY ARE EVEN READ** – you get an **AUTOMATED RESPONSE** that resume was received – that's it – from there it goes into a database...where it sits – you have no evidence that key decision makers, or **ANY** human with that company has ever reviewed your resume.



## TO GET RESULTS YOU NEED TO MAKE SURE YOUR RESUME IS BEING SEEN BY KEY HIRING DECISION MAKERS!

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- Rather than seeking out postings on Internet, in newspaper, etc., for a particular position, use both as a **TOOL** for researching the job market – see if you can find patterns in both companies and industries that may be exhibiting hiring trends and then **SELL** yourself to them with an unsolicited resume and sharp letter by **FAX** or better yet, **CERTIFIED MAIL**.
- Use every possible resource available to conduct through research of companies and markets to **CREATE** an opportunity. Check out some of corporate bio/info sites on the Internet – there are tons in there, just Google something like “corporate bios” – then **RESEARCH THEM**, determine who makes the hiring decisions and aggressively market yourself to them by sending unsolicited **HARD COPY** resume along with a customized cover letter that points out a few things about their company and where your talents would uniquely add value as a member of their team.

**SIMILARLY-** simply posting your resume to a board gives you no reliable proof that your resume has been read – and chances again are that it has not – **WHY?**

- In an employer-driven job market where companies are not aggressively hiring, they are not **LOOKING** for employees, so why would they search for your resume?
- Along the exact same lines of the e-submission strategy this is a passive approach used by the masses, significantly increasing the number of candidates you are competing with.

**REMEMBER**, employers are not eager to advertise in a poor job market as they do not want to deal with volumes of applicants, resumes, etc. – Your **BEST** results will be found in treating your job search as a **MARKETING CAMPAIGN** and getting your name in front of everyone you possibly can. **TREAT YOUR SEARCH AS YOUR JOB** – ...Be **AGGRESSIVE AND BE CREATIVE**. If someone doesn't have openings, ask them if they know of anyone who might. **DON'T DISQUALIFY** yourself – people tend to review advertisements and take themselves out of the running if they don't meet all the qualifications – but...even – if you **DON'T** qualify – who knows, they may need someone with your skills and background to fill a **DIFFERENT POSITION** – **SEND THEM A HARD COPY OF YOUR RESUME** and **MARKET YOURSELF**. When you run across a company that is **HIRING**, capitalize on **ANY** posting/advertisement as a **RESEARCH TOOL** – chances are if they're hiring one area, they may have openings in another – **SEND THEM A HARD COPY** of your resume – Do this often..and you'll improve your chances of positive results!

