

Job Search

An effective job search requires a lot of work, good timing, patience and a positive attitude to be successful. This section will cover specific strategies for the four most effective ways to get an interview.

There are four ways to approach prospective employers to get an interview.

1. Respond to a job opening
2. Cold calling
3. Networking/Referral
4. Job fairs

Responding to an open position is the most straightforward way to get an interview, however competition for open positions is greatly increased because job postings reach a large number of competing applicants. When you do respond to a posted position use the following strategy to make your resume stand out from others:

- 1. Research the job duties and company first.** You likely filled out the Career Navigation Optimizer during an earlier meeting with an employment navigator. If not, consider your career path and other goals to determine if the job opening is with the kind of employer you want to work for. Consider the salary, available shifts, commute and other factors that are important to you before you apply. Research the company to ensure its values align with yours. For example, you may prefer to work for a small local machine shop so why apply for a Boeing job?
- 2. Make sure your resume perfectly matches the posted job description.** Your resume should be tailored to fit the job you are applying for. Not all companies are the same and hiring managers may emphasize certain technical and soft skills over others. Careful reading of job descriptions is needed before you apply. Make sure you use key words in your resume that match keywords in the job description.
- 3. Your cover letter must line up with your resume.** Remember that an effective cover letter complements your resume and adds a personal touch. Like your resume the cover letter must align with the position you are applying for
- 4. Go the extra mile.** Most job postings do not contain the specific contact information of the person who will interview you. Try calling the employer or researching the company's website to get the name of the hiring manager so you can address your cover letter, resume or email to the person/s making the hiring decision. Check your network to see if someone in your network has a connection to the company you are applying to.

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Cold calling can be an effective in approaching employers for advertised and unadvertised jobs. If you do your homework and prepare before picking up the phone, a well-executed cold call can lead to an interview.

- 1. Research.** As with responding to job openings you want to learn as much about the company and position as you can. Go back to your Network Bubble Graph to identify someone you know who may be connected to the employer of interest. You will also want to get the contact name and phone number or email of the person you want to speak with. Your chances of getting in touch with the person you want are greatly reduced if you don't have a name for that individual, especially if you have to go through a gatekeeper like a receptionist or assistant
- 2. Prepare.** You literally have seconds to convince a gate keeper to pass you along to the person you want to speak with or to convince a hiring manager to schedule an interview. You should have a few lines down that you can refer to when someone answers the phone. Filling out and using the Cold Call Script Worksheet can help you organize your thoughts and help you refine your pitch before you pick up the phone
- 3. Execute.** While it is impossible to anticipate everything that could happen during a cold call you should be at least as prepared to discuss yourself, the company and the position you want to apply for as you would be for a formal interview
- 4. Follow up.** If you don't get through leave a voicemail and close by saying you will follow up in two business days

Cold calling by writing an email:

Many of the same rules apply if you draft an email as a cold call strategy instead of calling. When drafting an email keep in mind the purpose is to secure an interview so do not attach a resume or cover letter at this point. You want to give your employer contact a reason to get back with you. If you attach your resume to an email you risk having it forwarded to HR with the other postings where you may get lost in the mix. Follow the tips below to draft an effective cold call email.

- 1. Be concise.** Your email should introduce you and express your interest in discussing the position that you are interested in.
- 2. Drop the name of a mutual contact early in the email.**
- 3. Proofread.** Then proofread again and then have someone else proofread your message before you hit send. Spelling and grammatical errors will seriously impede your chances for a response

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4. **Craft a smart subject line.** Be concise and specific in your subject line. A good example would look like the following: **Subject: John Doe wants to discuss open welding position**

5. **End with a call to action/follow up.** Your email should end by providing your contact information and an invitation for the hiring manager to contact you. Make sure you provide times and dates you know you will be available by phone. Your final lines should set the expectation that you will follow up in two or three business days if you do not hear from the hiring manager

6. **Always follow up.**