

OUR EXPERT RESUME DISTRIBUTION GUIDE

*Forget What You've Heard: Mass Distributing Your Resume Via Email & Fax
Is NOT The Best Method For Securing Interviews & Employment!*

Now that you have a dynamic resume in your hands – what do you need to DO with it to get yourself NOTICED, LAND those interviews and get started on your NEW CAREER?

First, a couple of quick tips on what you should not do:

- 1) Do NOT rely solely on jobs advertised on the Internet or in your local newspaper – but hang on to that info because we are going to tell you how you CAN use those resources as a tool in your career search!
- 2) Do NOT rely solely on posting your resume to a posting board and think employers are going to come to you; it is probably not going to happen and this passive approach has proven time after time to generate limited results. Should you use it as PART of your strategy? ABSOLUTELY! Just do not rely on it as your only source.

Now, the secrets to SUCCESSFULLY marketing your resume:

- 1) Remember those job advertisements we told you to hold on to? HERE is where they can be VALUABLE TOOLS:
 - a) Use those advertisements to identify TRENDS in COMPANIES that appear to be doing some hiring. THEN, RESEARCH the company, find out who the key decisionmakers are, and SEND THEM A HARD COPY of your resume accompanied by a TARGETED COVER LETTER highlighting how YOUR background could SUPPORT their needs based on your research of their organization
 - b) Use those advertisements to identify TRENDS in INDUSTRIES that appear to be doing some hiring. Then – start RESEARCHING companies in your area who are in similar industries and again, SEND a HARD COPY of your resume along with a TARGETED COVER LETTER
 - c) Go through VOLUMES of advertisements without limiting your reviews of ads to jobs that “match your qualifications” – people tend to look under a specific category, for example “accounting” – completely MISSING all the OTHER advertisements out there that can be used as RESEARCH TOOLS to determine potential markets, companies and decisionmakers to SELL themselves. It is the same strategy that successful sales and marketing professionals use – define a lucrative market and COLD CALL with a RESUME and TARGETED COVER LETTER.
 - d) 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 – they say “no” and you at least have the satisfaction of knowing you did everything you could to get noticed?
- 2) RESEARCH RESEARCH RESEARCH! The Internet can be your path to success! HOW? Follow these easy steps:
 - a) Google company profiles – there are volumes of rich resources on the Internet where you can research organizations. Educate yourself on what the 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 the letter – tell them WHY you are 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 bulletpoints highlighting HOW you believe your background/qualifications would UNIQUELY support THEIR NEEDS.
- b) Pull up 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 company name and find out what you can about them. You have their phone number – call and ask for the name of the key hiring contact. Then, again, put together a SHARP INTRODUCTORY LETTER using the same approach above, and send it to them along with a HARD COPY of the RESUME.
- 3) NETWORK to generate LEADS and then FOLLOW UP with a FOCUSED INTRODUCTORY LETTER and HARD COPY of the RESUME.
- a) The easy one of course is to ask friends if their company is hiring. No? Ask for the name of who does the hiring anyway – assure them you won’t drop their name if it makes them uncomfortable – but if they are willing to let you use their name, by all means do so in your Intro Letter.
 - b) One solid tool most people do not think to use is the potential employer who “turned them down” – okay, so unfortunately you weren’t quite “right” for their company? Ask them if they know of someone who MIGHT be hiring or who MIGHT be interested in your qualifications
 - c) Belong to any social organizations? Do you volunteer somewhere? Use those resources to network and generate LEADS.
- 4) ALWAYS FOLLOW UP on any 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 e-response that “resume has been received” – and from there – who knows WHERE it goes. Chances are nobody has read the resume – at best, maybe they auto-scanned it for some keywords.
- a) Did it get in front of the KEY HIRING SOURCE – the one who really MAKES the decision 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 DECISIONMAKER and get an address or fax number
 - b) Then send a HARD COPY to that decisionmaker. 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 bulletpoints highlighting WHY you are the PERFECT CANDIDATE for the job.

In essence, THINK OUTSIDE THE BOX. The majority of job hunters rely on posting boards or e-submit resumes in response to advertisements and then wait for opportunity to knock. Not only is this passive and ineffective – BECAUSE most job hunters limit their career marketing to those 2 strategies, the competition is MUCH HIGHER.

Make SURE to either get fax receipts or send the resume via Certified Mail. Why? 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???

When we ask in our guarantee terms that you provide us with 40 copies of FAX RECEIPTS or CERTIFIED MAIL RECEIPTS, our goal is to ASSIST YOU in “thinking outside the box” to generate interviews and land your dream job. Here's why hard copy receipts are your best strategy:

- 1) Relying on e-submissions in response to posted openings just does not work:
 - a) You have automatically SUBSTANTIALLY INCREASED YOUR COMPETITION – this passive approach is what MOST people rely on – so, the employer is going to be inundated with resumes from candidates who are in direct competition with you for employment
 - b) 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 decisionmakers, or ANY human with that company has ever reviewed your resume
- 2) 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?
 - a) 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?
 - b) 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.

In short – TO GET RESULTS YOU NEED TO MAKE SURE YOUR RESUME IS BEING SEEN BY KEY HIRING DECISIONMAKERS. Some tips on what SUCCESSFUL JOBHUNTERS do to GET RESULTS:

1) 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

2) Use every possible resource available to conduct thorough 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 an 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.

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 opportunities will be found in treating this as a major MARKETING CAMPAIGN and getting your name in front of anyone you can. TREAT THIS AS YOUR JOB – be AGGRESSIVE AND CREATIVE. NETWORK - 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 – 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. OR, often, people don't take advantage of having run across a company that is doing HIRING, when they should capitalize on ANY posting/advertisement as a RESEARCH TOOL – chances are if they are hiring in one area, they may have openings in another – SEND THEM a HARD COPY of your resume – what's the worst that can happen - you invested postage costs in your career marketing campaign and they say "no"???

FINALLY, we hear it all the time – I CAN'T mail or fax my resume to them – their ad says "EMAIL ONLY" or "THEY DO NOT 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?!

It takes **WORK** and an **AGGRESSIVE MARKETING CAMPAIGN** to get results – and in the end, the **REWARD** for your efforts will be a **NEW JOB** and the **NEXT STEP** towards building a rewarding career!