

Job Search Methods

Get a Job in Less Time:

1. Those who spend more time actually looking for work find jobs faster than those spending less time.
2. The more interviews you get, the more likely you are to get a job offer.

Traditional Job Search Methods

Traditional means it's the way people have "always" done things. That doesn't mean it's the best way, it's just the way that everyone knows. Traditional job search methods are not always the most effective ones, but some people do find jobs through them. Here are some frequently used traditional methods:

Reading help wanted newspaper ads Only about 15% of all jobs are advertised in the newspaper. Most employers don't like to advertise. If you do look at ads, Sunday and Wednesday newspapers have the most.

Going to personnel offices and filling out applications Personnel offices screen out most job seekers. Unfortunately, most jobs are filled before personnel even know they are open.

Résumé mailing campaigns Like an application, a résumé is the near-perfect tool for someone to screen you out. As a result, you should only expect about a 2 to 5% response rate.

Public employment services Government offices that provide assistance to job seekers. Only about 5% of workers get jobs from this source. Most offices know of only about 5% of the existing job openings in their area.

Private employment services Only about 5% of all people get their jobs through private employment agencies. These agencies also charge fees, often substantial ones, to either you or the employer.

The Bottom Line

Traditional job search methods encourage inactivity. They require you to depend on someone else to do something to let you know about an opening. They force you to be passive, indirect and dependent.

Frictional Unemployment: Where the Job Search Action Is

"Frictional Unemployment" is a situation where job openings exist and job seekers are looking for them but they cannot seem to hook up. The Department of Labor concludes that at least 40 percent of all unemployment is due to this friction. The major cause of frictional unemployment is that most job seekers do not know how to find the jobs that exist. The good news is that once you learn the proper job search techniques, you can dramatically reduce the time it takes to find a job.

Four Stages of a Job Opening

Most jobs get filled before they are advertised. In order to find jobs before they are advertised, you need to understand how jobs become available. There are four major stages in a job opening.

Stage 1 There is not a job opening now. However, should an offer become available at any time in the future, persons who are already known to the employer will be considered before all others.

Stage 2 No formal opening exists, but one or more insiders know of a possibility. It could be the result of an increase in business, an observation that someone is not doing well on the job, or an employee is looking for another job.

Stage 3 A formal opening now exists, but it has not been advertised. The job is open but it may be days or weeks before the job is advertised or the personnel office is informed.

Stage 4 The job opening is advertised. As time goes by and a job does not get filled, it might be advertised in the newspaper, a sign hung in the window, an employment service notified, or some other action taken to make the opening known to the general public. If the job is reasonably desirable, a thundering horde of job seekers will now come after it.

Conducting an Active Job Search

The non-traditional job search methods explained below have been far more effective than traditional job search methods for most job seekers.



Warm Contacts The Most Effective Job Search Method

- Begin by defining groups of people you know.
- Develop a network of people you know.

Six Rules of Successful Networking

1. Get Started: talk to friends, relatives and acquaintances and schedule a time to meet with them.
2. Present yourself well to everyone you meet.
3. Learn something from everyone you talk to.
4. Get two referrals from each person you talk to:
 - *“Do you know of anyone who might have an opening for a person with my skills?”* If no, then,
 - *“Do you know of anyone else who might know of someone who would?”* If still no, then,
 - *“Do you know someone who knows lots of people?”*
5. Follow up on referrals.
6. Send a thank you note to anyone you talk to.

Making Cold Contacts

- Call an organization and ask for an interview.
- Go to an organization and ask for an interview.

Cold Contacting in Person

- Drop in on any business that looks interesting.
- Ask to speak to the manager or the person in charge.
- If they are busy, get their name and ask when you should try again.
- Call or go back and ask for them by name.

How to Search the Yellow Pages

- Review each listing.
- Ask yourself if each organization could use someone with your skills.
- Rate each organization as follows:
 1. Very interesting as a possible place to work
 2. Somewhat interesting
 3. Not interesting
- Call the organizations ranked “3” first until you feel comfortable. Then call the organizations you ranked “1.”