



Promote Brand

STEP 4: Introduction to Target Companies





INTRODUCTION TO TARGET COMPANIES

You may be surprised to learn that mass mailing your resume to hundreds of companies is an unproductive, waste of time in your campaign. A mailing of a high volume of letters is hard to manage and can be a wasted effort unless you can effectively follow-up and follow through. A much more effective strategy is to conduct a targeted communication campaign, ideally through a networking contact. This step leap frogs your resume directly to the desk of a prospective hiring manager, exponentially increasing your odds of being considered as an employment candidate. You may use this approach whether or not there is an advertised job opening relevant to your target.

If there is an advertised job lead at your targeted company, which meets your objective, you will first want to apply through their desired formal channels. Follow the process requested by the company regarding the application to a posted job lead. After you have completed the formal application you will want to determine who the prospective hiring manager is for the position.

If you are unable to identify a prospective hiring manager through a networking contact, research the company using online research tools. A wonderful tool you may consider is Jigsaw (www.jigsaw.com) which allows you to look up contacts and obtain their direct phone number and email for a nominal fee.

If you are able to secure a prospective hiring manager's name, contact information, and a networking contact to use in your introduction, you are in a great position to make your introduction. Simply email the hiring manager expressing your interest in the company or the job opening and include a copy of your resume.

Sample email message:

Dear (Hiring Manager Name):

(Networking Contact Name) suggested that I contact you in regard to (potential openings at your company in the area of...OR...your current opening for a Job Lead Name). I am very interested in the (company...OR...position) and feel that I can be a valuable contribution to your team.

I have attached a copy of your resume for your consideration and hope to speak with you to learn more about your needs. I will follow up with you by phone soon, if I do not hear from you prior.

Sincerely,
(Your Name)

REMEMBER: Hiring managers are busy people with lots of responsibility. It is your job to follow up in an appropriate manner by phone or email within two days of sending your message.