

A Web Content Rx White Paper

*WebContentRx* LLC

167 Forge Road  
Coventry, CT  
860. 502.7735  
WebContentRx.biz

## **Using Social Networking, Web Search, And Online Resources To Find A Job**

*By Wayne English  
President*

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## **Introduction**

## Some Good News and Some Bad News

Getting a job online has only about a six percent chance of success. Now the good news. Do not make this your only way of finding work. Use the techniques in this whitepaper to find companies you would like to work for. So, *you can make a personal visit.*

Yes, visit them. Even if your visit is unannounced. Even if you do not see that they are “hiring.” Many companies don’t want to advertise jobs because times are tough. To the company in need of personnel this means thousands of applicants, and pain for the company and its hiring staff.

So, just because you do not see a help wanted ad is no reason not to stop in for a visit. Before you do, use Web search to find and read their Web site and scour the net for anything related to them.

Find who is the hiring person, make a phone call if necessary, and address your cover letter to that specific person. Now, with your cover letter and resume nicely packaged hit the street. Try to get an interview, or just short meeting, with the person you need to see. If you don’t get your meeting, no worries, send a thank you note that day, and follow up with a phone call and an email the next day. From now on you will ruthlessly follow up any lead. When we say “ruthlessly follow up.” We mean it. You call and email. And you keep calling and emailing.

Today, the chances of getting a job online are about six percent. Not good odds. So, make a personal visit to any company you want to work for. Just go there, but go prepared with a cover letter and resume, be well dressed, and just walk in. *After you’ve done your homework.*

## How To Get Around, “We’re not hiring.”

“No problem.” You say with a smile on your face, and a song in your heart.

“I can work for you on a part-time basis, as a consultant, on a project basis, or as an intern. So, we may evaluate each other.”

Any of these opportunities offers the employer the advantage of employing you without a long term relationship, and without the need of paying you benefits. Either way, you get a paycheck and a fantastic opportunity to network your way into a full time job from *inside the company.*

Don’t say you’re out of work. You’re between jobs. You completed your last contract. That sort of thing. If people know you are needy they will avoid you because they do not want to hurt your feelings.

## The Interview

- Arrive 15 minutes early.
- Do not accept coffee, or other drink. To spill it is to create disaster.
- Know the company by having read their Web site.
- Know the route, plan for delays. Fill the car with gas the day before so you don't arrive smelling like a gas pump.
- Dress for success. Shoes shined, clothes clean and appropriate for the job.
- If you wear glasses, clean them completely, not just the lenses. Filthy spectacles send the wrong message.
- Speaking of cleaning, some companies will send someone out to look at your car. So, clean out any junk and vacuum it. It is imperative that you make a good impression with your total package.
- Shake hands while looking the person in the eye, repeat his or her name and remember it by linking it to the silliest thing you can think of, or to someone else you know with the same name. To use someone's name is a compliment. Work it into the conversation.
- Know, and have ready, answers to common interview questions.
- Demonstrate extreme motivation and desire.
- Take three or four copies of your resume in a large manilla envelope. Why? Should the interviewer not be able to find your resume, you just hand over a copy. Also, if you are introduced to supervisors or other management people, you will have a resume to give them. This shows that you are prepared, knowledgeable, mature, a problem solver, ready for anything.

## After The Interview

- Send a Thank You note. Take it with you to the interview. Address it, write it, and mail it on your way home. This is the all-time "killer app" of job hunting techniques. This alone can get you the job. Why? You will be the only one sends a note. There is no better way to separate yourself from the crowd than a thank you note written in your own hand.
- Do not use an automated service for this. Your thank you note, to be effective, must be post marked locally, written, and addressed by you.

## Your Stuff

A good thing to do, so you don't forget everything we've mentioned is to put them in a bag and take it along with you. This way you are always prepared for an interview, or a networking event. Include:

- your resume and cover letter
- business cards
- pens
- a small notebook
- a map, or GPS.

Here's one of our favorite tricks. Always carry a pen, a piece of paper or a small notebook. Men, just tear out a blank page from a small notebook and keep it in your wallet. This way, you are always ready and able to record information. You never know where your next lead will come from. We learned this the hard way one day at a picnic. It cost us a business lead.

## Enhance Your Professional Self

- Blog on your industry
- Get published in industry magazines
- Write a Whitepaper
- Write and give away a booklet
- Get a business card
- Use E-mail marketing

### Show experience by:

- Educating yourself
- Read blogs
- Career and industry articles
- Attending trade shows and conferences
- Job shadow someone in the industry
- Speak in vernacular

### Your Local Library

Here you can use computers, find books on interviewing, resumes, do research on companies and technologies. If you

# Online & Offline Resources

## Hidden Gold, Your Local Chamber of Commerce

Google the Chamber of Commerce in your town, and those in surrounding towns, because their Web sites offer many opportunities. Also search their member list for companies you can work for.

## The Hartford Business Journal

Try to read this excellent paper daily. You can subscribe online, or visit <http://www.hartfordbusiness.com> to read it free of charge.

## Hoovers

<http://www.hoovers.com>

Search for people, companies, and industries.

Click on companies A-Z, or  
Companies by Geography, or  
Companies by Industry

## GlobalSpec, Engineering Search Engine

<http://www.globalspec.com>

These sites do not contain every company. Should what you're looking for not be found, use Google.

The net is an incredible information resource. If you don't find what you want right away, keep at it.

## InfoGroupUSA

<http://www.infousa.com>

Free lookup tools to

- Find a business
- Find a person
- Search 14 million businesses - Note, you may be billed for these services.

## Twitter

<http://www.twitter.com>

Use Twitter as a search engine, <http://search.twitter.com>.

## Facebook

<http://www.facebook.com>

## **LinkedIn**

<http://www.linkedin.com>

Excellent tool for your job search. Use LinkedIn to find companies in your area of interest. The free account is very powerful.

## **The (Online)Yellow Pages**

- <http://www.yellowpages.com>

## **Networking Events**

- Networking-HO, <http://networking-ho.blogspot.com>, lists networking events across Connecticut. Bring a business card with you. Make friends, talk to people. Create contacts, and follow up leads.

## **Get 250 Free Business Cards**

- Vistaprint - <http://www.vistaprint.com>. This is necessary for networking.

## **Free Online Tools, Email, and More**

- OpenOffice, <http://www.openoffice.org>.  
This is a free download. It gives you a word processor, a good one that is Word compatible, to write your letters and resume.
- Google Gmail  
A fine and free of charge email supplier. See <http://www.mail.google.com>
- Google Alerts  
Use this fantastic tool, <http://www.google.com/alerts>, to send you daily email on any subject. Let Google scour the net for you. It's really good at that.
- The Google Keyword Tool  
This tool can be used to see how popular the keywords are that you will want in your resume. Here is the full link, [https://adwords.google.com/o/Targeting/Explorer?\\_u=1000000000&\\_c=1000000000&ideaRequestType=KEYWORD\\_IDEAS#search.none](https://adwords.google.com/o/Targeting/Explorer?_u=1000000000&_c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none)
- Obtain a Free Google Account to Use Their Tools  
To create a free Google account follow this link. <https://accounts.google.com/SignUp?continue=http%3A%2F%2Fwww.google.com%2F&hl=en>. An account gives you access to Google's excellent tools.

## Job Sites

### Craigslist

<http://craigslist.org>

Look for jobs that list their address, phone number, or direct email address.

### Monster

<http://www.monster.com>

### Simply Hired

<http://www.simplyhired.com>

### Career Builder

<http://www.careerbuilder.com>

### Indeed.com

<http://www.indeed.com>

Many job sites will send you daily email on jobs that you have searched for. If you don't see this capability right away, meaning on the main page, perform a job search and you will find a link to it. Also Google Alerts can be used to do this.

## Your Resume and Cover Letter Are Like a Can of Soup

Always include a cover letter with your resume, as they each have a job to do. This is best shown by looking at a can of Campbell's Soup. What do you see? A recipe that tells you how to use the soup in the can, and a title that tells you what soup is in the can.

Your cover letter is the recipe. It tells the reader what you can do for that company. Your resume, what's in the can, informs the reader of your skills, background, experience, and expertise. Together they present the value you bring to their company.

On the next page is a suggested resume format. We've used this for years. It's simple and effective. If you don't like this format, visit your local library or search online. There are many different ways to structure a resume.

Make no mistake, companies hire value. You simply must contribute more to the company than what you cost them.

- Be sure to include keywords in your resume.

- Get it to the hiring manager, or as close as you can.
- For use online, create your resume in three formats: Word, text, and PDF.
  - Word is MS Word (.doc or other Word extension)
  - Text is a simple text file (.txt)
  - PDF is Portable Document Format (.PDF)

Your wordprocessor can do this. However, if it does not have this capability to save in the above formats, download and install OpenOffice. There's a link to it above.

Write a new cover letter for every company you apply to showing how your skills can help them make money, save time, or increase productivity. Show what you bring them in clear simple language.

# Resume Format

**Your Name**  
**Address**  
**City, State Zip**  
**Home Telephone**  
**Cellular Telephone**  
**Email**

- **Skills**
- **Accomplishments**
- **Use bullets and bold text**

## **Licenses, military, and industry credentials and experience**

### **Employment**

Company Name, Date Employed From - Date Employed To  
Job Title

- **Bullet**
- **Bullet**

### **Education or Training**

1. **Bullet**
2. **Bullet**

1. List your strongest assets first.
2. Target the resume to those skills that best position you for the job you're applying for.
3. Do not hesitate to rearrange your skills when applying to different jobs.
4. Insert keywords related to the job you want. These keywords will ensure that your resume is found when an employer searches for people to interview.
5. What's a keyword? Any word or phrase that someone would type into a search engine to find someone with skills like yours. There is a link above to Google's keyword tool.