

# THE TRUTH ABOUT JOB ADVERTISING



When you scroll through the newspapers or look on screen for position vacants, it is important to know that only about 30% of the positions available are ever advertised! Let's look at the reasons why businesses and organisations would rather fill they vacancies other ways:

- Advertising is expensive
- It takes time to ogranise.
- It's filled with frustration having to read through lots of unsuitable resumes.
- You don't have anything further to make your judgment on bar what is written on the page.

Employers would love suitable employees to find them and make their life a lot easier in the process.

In the world of career development and marketing they call this 70% of positions not advertised the 'hidden job market.'

## KNOWING THE MOST EFFECTIVE AND INEFFECTIVE WAYS OF LOOKING FOR EMPLOYMENT

This journey into employment is going to require you to have the courage to try different techniques.

As the saying goes, '*If you always do, what you have always done, then you will always get what you have always gotten.*' You cannot expect to be thinking the same and acting the same but get a different outcome.

Let's look at the most common ways of looking for work:

- Newspapers
- Touch screens at Centrelink or Job Service Provider's
- Internet
- Cold canvassing

There is nothing wrong with any of these methods, and I suggest that you have them in your weekly routine, but there are a few factors that make them not quite the best method out there.

- If it is advertised, there is a lot more competition, as more people are aware of the position.
- There is no personal connection for the employer.
- Takes a lot of time and money for the employer to go through applicants or cost to have someone else do it.

So other options to compliment the above efforts you are making would be:

- Word of mouth using family, friends, lecturers or course trainers.
- Personal Promotion – which is meeting with prospective employers and sourcing out opportunities through building networks.

I am not saying don't use any of the first four but you must make sure you incorporate more of the second group to speed up the process of getting a positive result.

### ***How does the latter approach help you?***

- You alone or just a few select people are applying for the position.
- YOU control who receives your resume and have a direct effect over the impression you leave with a prospective employer.
- It is a more professional, and memorable approach.
- A greater chance at being in contact with the person who can hire you, without getting lost in the system. Increases the chance of you being at the front of their mind when a position becomes available.
- Gives the employer a sense of control, which they love, as they are not put on the spot, and have an opportunity to get to know a bit about you.

# THE PROCESS OF PERSONAL PROMOTION

## STEP ONE:



### Identify

1. Industry sectors
2. Your ideal employers

Before you can begin to create a list of industries you need to have some direction.

- Using the internet, contacts, family, friends and job networks you will build a database of company and organisations' names.
- Speak with past teachers about potential leads, even past scout leaders or who ever you have had dealings with that can put you in the right direction.
- Look at the companies in your local areas. Are there potential employers within these? Begin compiling names to contact.

3. Using different research tools, you will be able to begin compiling a database of contacts in key areas. A good place to start is with Google or a good search engine, and just start googling business names to find out what ever you can about them. Some websites include a positions vacant section.



4. Email the receptionist or what ever contact email you can get and ask politely for the person responsible for hiring in their business or organisation. It is easier to be fobbed off when calling and the Email recipient will not see a polite and professional email as so intrusive.

Below is an example of the email to send.

*To whom it may concern,*

*I would like to send some correspondence to the person responsible for filling vacancies in your company and would like to know if it would be possible to have their name and contact details.*

*Thank you for your assistance in this matter.*

*Yours sincerely,*

*Jane Simpson*



5. *Follow up* will always be important to this process working effectively. Mail that is followed up has statistically a 30 to 40% better response rate than mail that is not followed up. Remember you are the one that benefits, so put in the time to see it through.

If you have no response from the receptionist, send your email again with a courtesy phone call to make sure they received your request.

People have a lot on their mind so you need to manage the process so you do not forget.



6. The next step, once you have these contact details, is to think about the best way to contact the prospective employer.

***The first step here is to work out whether it is better to put it into writing, or to call them. Let's look at the benefits of each.***

## Email/Letter

- Not so intrusive for the prospective employer, and gives them time to think about what you have written.
- You have time to control your tone and manner.
- Nerves are often not demonstrated in writing.
- Time to think about your approach. You can always re-write a letter or email.
- Gives you an excuse to contact them approximately a week later (will come back to this)
- To a point, the employer will have control as to when they respond.

## Telephone

- Employer can respond straight away provided you know what to say, so you can get a response sooner.
- If you are not confident using the phone or preparing responses it will appear obvious.
- The employer may see it as intrusive and you won't know if now is not a good time to call.



7. It is important that your initial approach is not about a job, as this tends to put them on the spot. We want to be a little more stealth than to have them guarded from the get go, so here is what we do:

## Different ways to approach a potential employer

- Gain their opinions about how to get started in the industry or how to gain further qualifications.
- Ask if they would be able to give you only 15 to 20 minutes of their time to discuss the above otherwise they may feel under pressure – don't ask too much in the beginning. This meeting is about getting your foot in the door.
- Employers feel they like to give this advice but not feel under pressure to employ people.
- This is about making connections while showing genuine interest in gaining their knowledge. If you are not interested in what they have to say, then don't bother with this process, as it will come across as non-genuine.



8. Much of this process requires a lot of organisation and respect for time.

You will need to work within the following:

- Following deadlines.
- Respect timeframes.
- Evaluate how you can use your time much better.
- Have a diary or computer that reminds you when you need to follow up potential employers. Remember, you want to prove to this employer that you would make a good employee. These things are the base traits they will be looking for. You can be showing them what you have to offer right at this stage.



9. If you have not heard from an employer within a week of sending the letter and email you will need to follow them up.

You now have a valid reason to follow them up via the telephone:

- Give them a call and ask if they received your letter/email.
- If they did not receive it ask to send it again.
- If they got the letter, ask their opinions and see if they would be free for 15 - 20 minutes to discuss it with you.

Don't rush this call. Make sure you are ready to put your best foot forward:

- When calling the employer make sure you know what you want to say and be calm.
- Put down on paper what you want to say and be succinct with your points. Make sure you have remembered why you wrote to the employer and be willing for them to ask you questions. (be prepared for this)
- Always ask if it is a good time to call and if not make another time to call back. Make sure you are organised and write in your diary the time you agreed upon.

- It is important to come from the “information gathering” perspective. You are really interested in getting into this type of work and would like to know the best possible way.



- Sometimes people you contact will not be able to help you for lots of reasons but do not hit a break wall.

- Before you hang up the phone ask if they have any other contacts that could help you. Do they know other people who have a need for someone with your skills and experience?
- Any leads they give you ensure you follow it up and mention that XYZ suggested that you call them.
- Always thank people for any tips or leads they can give you.

Remember you are not alone in the process of finding suitable leads but you do need to be prepared to ask and make an effort to contact the people that can help you.



10. If they will give you 15-20 minutes to meet with them you need to use this to make your best impression.

Always make sure you stick to the time limit and always write later that day in an email or a letter to thank them for their insights and contact.

Go to the meeting with an idea of what you want to ask:

- How did they get a start in the industry?
- The people they employ - what path did they take?
- What studies do they recommend you take to increase your chances of gaining employment in the industry?
- What qualifications/experience do they like their employees to have?
- What essential qualifications do people need to have in the industry?
- Do they recommend anyone else for you to make contact with?

Always be prepared to speak about the following:

- Past work history.
- Plans for the future.
- Why this industry appeals to you.

They want to know you have thought about your own needs. What could be seen, as an informal meeting could become an “interview” so like a scout, be prepared.

Remember personal presentation is everything.