

J O B S E A R C H S T R A T E G I E S

STRATEGY	TOOLS	PROS	CONS	SUGGESTIONS & HINTS
Job Board on Career Services web site 	<ul style="list-style-type: none"> •Career Services web site: http://www.brenau.edu/stdev/career/ •Resumes, Cover letters •Employer Research 	Convenient, easy.	Most positions are in Atlanta, not Gainesville.	<ul style="list-style-type: none"> •Check job postings often. •Use job postings to identify possible employers.
Targeted Mailing Develop a strong cover letter tailored to each specific type of job and company. Send the letter with your resume to selected companies, and follow-up with each letter. Use e-mail or "snail mail".	<ul style="list-style-type: none"> •List of well researched companies •Tailored cover letters •Resumes; hard copies and scannable, electronic copies. 	Better than the mass mailing method. Investment of time and effort should result in stronger response from companies. E-mail is fast and convenient for most people.	Requires significant time and energy in researching companies and writing cover letters.	<ul style="list-style-type: none"> •Try to find out who is in charge of the area in which you want to work; send your cover letter and resume to that person. Great method when used in conjunction with networking.
Networking Talk to everyone you know to develop a list of possible contacts; ask for information on job/companies and to circulate your resume.	<ul style="list-style-type: none"> •List of contacts •Resumes •Business Attire •Cover Letters 	May learn of unadvertised openings. Often results in a closer match of your interests to a job.	A contact itself is not enough to get a job. Time consuming.	<ul style="list-style-type: none"> •Follow through on all leads. •Keep track of everyone who helps you; write thank you notes. •Keep broadening your network of contacts.
World Wide Web Use Job Search web sites and databases.	<ul style="list-style-type: none"> •Access to the web •Scannable, electronic resume 	Actual job openings. Many employers use a wide variety of job listing services. Many sites have free or low cost access.	Many jobs listed are technical, though many non-technical employers are beginning to use the Web.	<ul style="list-style-type: none"> •Use the Web frequently, as information and sites change often. •May need to search at off times, like early morning.
Want Ads Scan want ads. Mail resume with cover letter tailored to specific job qualifications.	<ul style="list-style-type: none"> •Newspapers •Journals •Trade Magazines •Cover Letters •Resumes 	Involves minimal investment of time. Resumes and cover letters are sent for actual job openings.	Resume and cover letter will compete with a large number of others. Least effective in times of economic downturn.	<ul style="list-style-type: none"> •Use as a meter on the job market in a certain geographical area. •Try to get your materials in as early as possible.
In-Person Visit Visit Companies. Ask to see person in specific department. Submit resume and application, if possible.	<ul style="list-style-type: none"> •Business Attire •Company address list •Resumes 	Resume and application are on file with the company.	Requires a great deal of time to make a relatively small number of contacts.	<ul style="list-style-type: none"> •Research the companies prior to your visit; ask for a specific person or about a specific position.