

“YOU’RE HIRED” ©



—YOUR—
ultimate guide to the
Job-Leads
“Treasure Chest” ©



American Marketing Associates
—AMA—

Mission Statement

We will provide our clients with the highest quality

- **creative résumé guidelines,**
- **cover-letter formats,**
- **interviewing skills techniques,**
- **career coaching guidance, and**
- **job-leads sourcing.**

Our mission is to provide timely, positive, and targeted published information, plus templates and/or materials, or assistance focusing particularly on: creative résumé writing, effective interviewing skills, attention grabbing cover-letters, credible job-lead ideas, effective techniques for job-searching, and other relevant job-getting, career coaching, “tips” that might lead to job interviews and finally, a job offer.

A Commitment To Our Clients

We are committed to continually provide our clients with the latest developments, findings, and computer trends, relating to career-information services. Our goal: to support this plan with continuous research and evaluation of strategies gathered from current human-resource and personnel management resources.

Web-site Security Statement

Any and all data provided to this web-site will be used for the exclusive use of this site. Never will it be sold, given, or shared with any other web-site, interest, business, vendor, vendors, person, or persons, ever.

“YOU’RE HIRED”

your ultimate guide to the
Job-Leads “Treasure Chest”

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JOB-LEADS “TREASURE CHEST”

Nearly 35% of all successful job candidates, surveyed used the DIRECT, COLD CALLING method.

DIRECT, COLD-CALLING WORKS

As evidenced by this study, the “direct, cold-calling” job-search method is POWERFUL for getting jobs

- 2.1 percent—civil service tests
- 3.0 percent—college/university placement centers
- 7.0 percent—used other methods (e.g.: job fairs, trade associations, Unions, Internet)
- 10.7 percent—state, or private employment service/agency
- 13.9 percent—classified, help-wanted ads
- 28.4 percent—networking, talking with people they knew to get job-leads
- 34.9 percent—contacted employers directly, BY direct, cold calling**



Direct Solicitation & Cold-Calling

Direct solicitation, or Cold-Calling activities are a MOST IMPORTANT part of the job-search concept called *Networking*. “Network” begins when you develop lists of people to contact who might provide a job, job-leads, career, or employment counseling, informational interviewing (which is similar to career, or employment counseling), or other contacts who may direct you to still other contacts who may be able to assist you find potential job opportunities, job interviews, and eventually a job. Include friends, relatives, church, or club members, perhaps former work-colleagues, neighbors, and all of their friends, on your list.

HOWEVER, **beyond this, you should directly solicit, or do cold-calls** to ALL appropriate business in your geographic region. Are you willing to relocate, or considering relocation to another geographic region, within the state where you currently reside, or even to a different state? If so, you can still do networking, but the Direct Solicitation, or Cold Calling methods will certainly prove to be even more important to know about, understand, and use in that situation.

What is Direct Solicitation & Cold-Calling?

Direct Solicitation, or Cold-Calling, means: *you do NOT know whether, or not, a job even exists.*

Essentially, Direct Solicitation, and Cold Calling are both “Direct” methods. Each begins with serious research to develop lists of prospective companies that might be potential job-leads, plus you MUST also identify the names of managers to contact “directly” within those prospective companies on your list. So, your first step is to find out where there are sources that can provide you with this type of information.

Take heart, however, a very impressive statistic about the Direct & Cold Call methods (see chart at the top of the opening page) is a composite of studies, showing that up to 34.9% of ALL LEVELS OF JOBS GOTTEN, are gotten from Direct Solicitation, or Cold-Calling. WOW! That’s a “powerful” incentive for using these methods. Compare this with just 12-15% from newspaper classified ads, 5-7% from employment agencies, or the surprisingly small, 3-4% from the Internet (Yep! It’s a fact). So, this dynamic technique should get you excited. IN FACT, it should be a major part of your DAILY job-search activity.

Where Do I Begin?

The good news is, there are a wealth of guidelines—and resource lists available for your use. Included in this workbook are numerous pages of valuable, in-depth resource directories information for you to search-out and identify specific companies and organizations, grouped within specific industry groups. These are “direct” contact, job-lead sources.

What is my next step?

Compile your lists Begin developing lists of company names, addresses, telephone, and fax numbers. These directories typically provide one, or several names of individual manager’s. You MUST identify one manager for each company selected. It will often be the President, or Chief Executive Officer (CEO), if it is a smaller firm. However, most of these directories will supply other executives too, so look for the one most likely to oversee the area of your job interest. For example, a typical managers lists might show a President, a Vice President (VP), maybe even several of them, others may be Director, Executive Director, Administrator, Superintendent, Supervisor, Assistant Vice President, and even Financial Officer is possible, plus such designations as Production Manager, or Operations Manager, are likely. In other words, a manager title with the area of management preceding their title of manager.

The recommended method for Direct Solicitation, is using the U.S. mail for sending your résumé and a cover-letter. The Internet, and/or E-mail, is NOT recommended, as it appears impersonal. Using U.S. mail suggests you specifically selected them as a potential employer, rather than doing mass E-mailing.

Also, when you use the Direct Solicitation method, you MUST include a cover-letter stating your “Job Objective,” or put an OBJECTIVE on your résumé. Using a cover-letter, is the preferred method, as it has proven to be a far, more effective technique. Ideally.....

For more information on appropriate wording and format of cover-letters, go to *ResumeWinners.com*, and at the home page, click “[Free Stuff](#)” then *Cover-Letters Workbook* to read, or download a review of this workbook. There are examples and templates for virtually every conceivable situation you would need a cover-letter for. The letter wording is nearly complete as well, except for adding your specific job information. If you like what you see, you can order the workbook by click on “[Products](#)” then *Cover-Letters Workbook*. These cover-letters have all been extensively field-tested and have proven wording that captures a reader/managers attention, which is the main reason for the letter in the first place.

Thank You

For reviewing the “Job-Lead - Resource Lists”

To order this comprehensive workbook,
click on “Products” then *Job-Leads “Treasure Chest”*

you may wish to consider using other

Resume Winners.com

workbooks in the

“YOUR HIRED”

Series

Including: Your ultimate do-it-yourself (DIY) guide to creative...

- *Résumés*
- *Cover-Letters*
- *Job-Leads – “Treasure Chest”*
- *Job-Interviewing*
- *Job-Seeker’s “Tool-Box”*
- *Your Hired Kid—résumés for 14-19 year old youth (teens, teenagers)*

—PLUS—

Check out **other** job-information and job-guidance at

“Free Stuff”

where you can, select and review

“Top 10-Keys”

“Reference Lists”

“Certifications”

“Internet Links”

all free

and you will discover,--still other--useful materials for

YOUR

job-search.