



## Plan B. Reach out to employers who are not hiring.

Not getting a response from all the help-wanted ads and networking you've tried? Maybe you should try some old-school job hunting. See, employees change jobs all the time and managers are always on the lookout for new replacements. The key is to contact the manager before she advertises the job opening and attracts all of your competitors. Here's the plan—

**1. Start by assembling a list of 25 employers that you would like to contact this week.** Include plenty of small, medium, and large employers. The idea is to target 5 employers each day, Monday through Friday. That's 25 employers a week—100 a month.

**2. Visit each employer's website and check their staff directories.** You want to find the name of the manager in the department where you would like to work. The department managers are the hiring managers for their

department. If you want to work in the office, get the office manager's name. In sales, get the sales manager's name. At a small business or practice, get the owner's name.

If a website doesn't have a staff directory, call the company and speak with the receptionist who answers the phone. Receptionists are usually glad to help.

Be sure to get the department manager's full name with precise spelling, title, full mailing address, plus phone number and extension.

**3. You're going to mail each manager a letter and resume through the U.S. Postal Service.** Unlike a pesky email or a text message, most people like to receive letters—and they do enjoy opening them.

So, mail each manager a copy of your resume and a short cover-letter explaining what makes you different from all the other job hunters out there—are you a recent graduate? Do you have some special skills or accomplishments? Are you a hard worker who gives more than the minimum effort? Say so and ask for a job interview.

**4. Now, if a manager hasn't called or texted you after a week, call the manager to see if she received your letter and resume.** Always be friendly and polite on the phone. Managers are attracted to friendly cheerful people and your voice projects a personality.

- If a manager says she **didn't** receive your letter, ask if you can send another. Be sure to confirm that you have her correct address.
- If she says she **did** receive it, ask if you could schedule an interview.
- If she says they're not hiring, ask if you could check again in a month or so to see if things have changed.
- Next month, send another letter reminding her of your conversation and include another copy of your resume.
- A week later, call to see if she received your letter and resume. Again, ask if you could schedule a job interview.

**5. A polite persistence pays.** A great salesman once told me that, "Most sales people move on after three or four contacts with a prospect. But it's usually the fifth or sixth letter, email, phone call, or visit that gets the sale."