

SIX WAYS TO GET A JOB INTERVIEW

1. Talk to your friends and relatives

It's called "networking". The easiest and most effective way to get a job interview is to talk to your friends, relatives, and neighbors. Ask if their employers need someone with your skills. If someone thinks there might be an opening where they work, ask if they would give your resume to the hiring manager and set up an interview for you.

If you don't have a lot of friends or relatives then talk to people who know lots of other people---teachers, preachers, politicians, police officers. This is the most effective method for two reasons. First, managers know that good employees usually recommend friends who are also good workers. So, most managers are eager to interview them. Of course, there is no guarantee but the friend will probably get first crack at the opening. Second, advertising a job opening online or in the newspapers is very expensive and there is no staff to review all the resumes that would come in. Meeting the friend of a trusted employee is free.

To get started set an easy goal. Talk to five people every day. Get a notebook and write down the names of the people who say they might be able to help you. Give them your resume. Call them back after a week to see if they've had any luck.

2. Send a letter and ask for an interview

Suppose you want to work for any bank. Why not pull together a list of all the banks in your area and send each of them a letter asking for a job interview? Do this for any industry.

Mailing addresses and phone numbers can be found at www.yellowbook.com or www.411.com

50 letters typically produce one interview. To triple that... find the manager in charge of the department where you want to work. Address your letters to the hiring managers by name.

Allow a few days for the manager to get your letter. Then, follow-up with a personal phone call and ask for an interview. Send 5 letters a day.

3. Use the telephone to ask for an interview.

Hiring managers get lots of resumes in the mail and lots of managers ignore them. It is a game. Managers want to know if you really want to work for them. So, they figure, if you really want to work for them, you'll do more than send a resume---you'll pick up the phone and ask for an interview. Before you start calling, plan what you're going to say. Practice with a friend. If you get nervous, STOP. Take a breath. Then, say to the manager, "I've never done this before and I'm very nervous." This will usually soften the manager up. Save your favorite companies for when you feel pretty confident. Practice on those you are less interested in. If a manager tells you she's not hiring, don't surrender. Offer her a good reason to interview you anyway.

4. **Answer some newspaper and internet help-wanted advertisements.**

The great thing about ads is that the employers tell you exactly what they are looking for. This allows you to custom-tailor a response that meets their needs. In your letter/email make sure you address every point in the ad. Staple each as to a copy of the letter or email. Put these in a folder near your phone. When an employer calls you can find the letter/ad quickly and talk intelligently about who they are, what they need, and how you can help.

5. **Work the internet.**

Start by logging onto a job site like CareerBuilder.com. Type your occupation in the occupation field and your city-state and hit the search button. When you spot a job that interests you, just follow the on screen instructions to apply. Don't forget to visit the web sites of the employers in your industry. Every company now posts their openings on their own website.

Let's suppose you have uploaded your resume to a company's website for a specific position posted. Your resume then goes into a database that can hold millions of documents. Databases are searchable. The company can search for just the right person (3 years experience, a certain degree, a Veteran, and specific experience). In seconds the computer pulls up 3 candidates with exactly what the employer wants. All the other candidates will probably be deleted after several weeks.

Boost your chances of being selected by: a. Don't apply for jobs which you know you're not qualified. b. Include keywords in your application. Keywords are the names of important tools, duties, skills, abilities, and systems for your job. Make sure they are on your document. c. Follow each employer's instructions. Put a job title at the top of your resume if they ask or email your resume or paste Text Only copy into a certain field. Give them exactly what they want.

Make sure you have a professional email address. If your telephone-answering message isn't friendly and short, redo it.

6. **Register with an employment agency/staffing service.**

Some businesses don't want to advertise their job openings, they don't want to read piles of resumes, and they don't want to interview scores of job applicants. So, they hire an employment agency to do it for them. All agencies aren't the same. Most specialize. So, when you look for agencies, find those that specialize in your line of work. Sign up with several. Most do permanent placement as well as temporary assignments.