

# Direct Mail

Two-thirds of all job hunters use direct mail as part of their total job-hunting program. Direct mail lets them pinpoint specific businesses, or whole industries, and delivers their message into the hands of the hiring manager.

## **Should I use direct mail?**

Sure. Let's suppose you wanted to work for Sawbuck Bank. Why not just send them a letter and ask for a job interview?

Let's suppose that you wanted to work for any bank. Why not pull together a list of all the banks in your area and send them all a letter asking for a job interview?

You could do the same with any industry that hires people with your skills: hospitals, auto dealers, furniture stores, advertising agencies, whatever.

## **How successful is direct mail?**

Not very good. Only 2 out of every 100 companies that you write to will call and invite you to an interview. You will need to mail lots of resumes to get a half-dozen job interviews.

## **Why do it?**

Direct mail can be the most effective way to reach all the employers in your field.

Again, if you're looking for a job in a bank, your network of friends isn't going to reach all the banks in your area. Neither are the employment agencies. The best way to reach all the banks is to send a letter with your resume asking for a job interview.

## **Postage, envelopes, printing. It doesn't seem worth the expense.**

Add two extra steps and you can triple your response to 6 percent.

First, at each company that you write to, send your letter to the manager in charge of the department where you want to work; address it to him or her personally. IF you want to work in sales, write to the sales manager. If you want to work in the office, write to the office manager. The department manager makes the hiring decision, not the personnel manager or the human resource director. So, get the manager's name and write to them directly.

Second, a few days after the manager gets your letter, follow up with a personal phone call and ask for an interview.

## **What makes those two steps so important?**

It's hard to dismiss someone who writes to you personally and then follows up with a personal phone call.

## **What's the minimum number of letters I could send and be effective?**

Try 20 a week. If you write to 20 managers each week and then call to personally ask for a job interview, you could pull 6 percent. Six percent of 20 equals one job interview a week.

## Where do I find the addresses?

Check the yellow pages of your local phone book. Or, go online to the 411.com yellow pages. You can do a search of all the banks, hospitals, or other industries in your area. Visit your local library too. They might have an index to all business in your state, arranged by industry. Ask the librarian.

## Get the hiring manager's name

<b>1. Call the company and introduce yourself:</b>
Good morning. My name is Hannah Gumshoe.
<b>2. Briefly, explain why you're calling:</b>
I'd like to send some material to the manager of your shipping department.
<b>3. Ask for the managers name:</b>
Would you be kind enough to give me his or her name so that I can address it directly to their attention?
<b>4. Ask for the correct spelling:</b>
Could you spell that name for me?
<b>5. Ask for his or her official title:</b>
What is her official title?
<b>6. Ask if there's a special mailing address:</b>
Should I send the material to the 222 Main Street address, or is there a special post office box?
<b>7. Express your thanks:</b>
Thanks so much. I appreciate the help.