



# Job Search Strategies: Going Direct

**PMG Solutions**

Phil Goodhart, President

203-261-4731 / [PmgSolutions@Charter.net](mailto:PmgSolutions@Charter.net)



# Going Direct: Defined

Here's what it's *not*:

- Responding to a position posted to Monster or a classified ad.
- Seeking a job through a recruiter.
- Making a connection via networking.

*These are all indirect methods.*



# Going Direct: Defined

Q: OK, so what is it?

A: Delivering your value proposition to the hiring manager for a defined/published position or the appropriate-level manager for an undefined position.



# Going Direct is a great search strategy...

- Reach the hiring manager directly.
- Avoid HR and the deluge of e-applications.
- Find a “back door” into a retained search.
- Avoid the contingency recruiter’s bounty.
- Find the “hidden” jobs and be one among a slate of one.
- Generate multiple opportunities at the same time, so you have a choice.



... but it's difficult to execute.

- How do I find the right companies?
- How do I find the right people?
- How do I extract the contact information?
- What do I say when I contact people?
- How do I deliver my message?
- When/how should I follow up?



## Take it one step at a time ...

- Think hard(er) about the kinds of companies that need your skills. Think out of the box!
- Create a list of 10-12 representative target companies from a variety of industries.
- Get access to a proprietary database: OneSource, Hoovers, ReferenceUsa (iConn). Your local librarian can help.



## The process (*continued*)

- Select potential targets by size, geography, ownership structure, keyword, etc.
- Determine the appropriate contact level for each company.
- Craft a compelling letter that will pique interest and generate responses. Do *not* send a resume.
- Create the mail merge via MS Word or other software.



## The process (*continued*)

- Arrange for lettershop services.
- Develop follow-up and supplementary email correspondence for every situation: cold contact, referral, job inquiry, promotion announcements, and more.
- “Crack the code” on email address formats:
  - Website – About Us
  - Google
  - Whois ([www.networksolutions.com/whois/index.jsp](http://www.networksolutions.com/whois/index.jsp))



# Some Examples



# Sample Industry List

<u>OneSource Industry</u>	<u>Company</u>	<u>Business Description</u>
Advertising	Holsted Marketing	Low-priced jewelry continuities
Apparel/Accessories	HCI Direct	Silkies hosiery continuity
Broadcasting & Cable TV	Guthy-Renker	DRTV retailer best known for Proactiv
Business Services	Audible	Retailer of audio books
Computer Services	Publishers Clearing House	Direct retailer of magazine subscriptions
Food Processing	Cheryl & Co	Retailer of gifts and gourmet desserts
Printing & Publishing	Newsweek	National weekly periodical
Retail (Catalog & Mail Order)	Campmor	Outdoor clothing and equipment
Retail (Department & Discount)	Kohl's	Family-oriented department stores
Schools	Lakeshore Learning	Educational materials and merchandise
Scientific & Technical Instr.	Littleton Coin	Mail-order collectibles



# Direct Mail vs. Email

- More polite and impactful than email
- A postal address is often easier to obtain
- It costs \$, so it's more credible than email
- It's a proven sales technique



# Creating Your Letter

- Provide just enough information to intrigue the recipient. Hold back the resume.
- The goal is to generate a response – from which you might acquire a valuable name, email address, or phone number.



# Sample Letter

Date

Name, Title

Company, Addr

Name,

Do you know someone seeking a top-notch business leader with expertise in direct response marketing (internet, catalogs, space ads and mail)?

I have launched new businesses and grown existing ones; successfully met P&L objectives; planned and executed brilliant marketing campaigns, designed profitable web sites, catalogs and brochures; managed a call center, warehouse and information systems group; and more.

Among my recent **accomplishments** are the following:

- Successfully ran a portfolio of product lines generating \$200 million/yr.

Etc. ...



# I can help.

- 20+ years of experience:
  - Direct marketing, database and analytics
  - Writing and editing promotional copy
  - Lead generation, customer acquisition
  - Management consulting
- 18 years with a leading direct marketing firm.
- Extensive job-search experience
- Education: Harvard MBA, Princeton BA Econ
- My bio: [www.linkedin.com/in/pgoodhart](http://www.linkedin.com/in/pgoodhart)