

## Job Search Speed . . . Ramp It Up With A Powerful Targeting Strategy!

If you're serious about finding a high-paying job, your job search speed is critical to you. You're probably not interested in waiting weeks or even months to lock up your next job. And, if you're currently unemployed, job search speed is absolutely essential! You can seriously ramp up job search speed and get significantly better results by avoiding the old-fashioned methods and learning the exciting strategy of "targeting." Outdated methods include writing a lifeless work history resume and then mass distributing it through job websites, emails and regular mailings. The reason this doesn't work is because you're putting yourself right in the middle of lots and lots of competition. In fact, studies have shown that less than 8% of job offers originate from mass distribution techniques. Instead, taking a proactive approach that starts with targeting companies that match your needs and requirements and then identifying the decision-makers who could be your next boss. This is done through careful research. The targeting strategy is done in two phases: 1. Identify organizations that match up with your personal employment interests and preference parameters: geographical location preferences--company size--product or service preferences--business style or corporate culture--community and lifestyle considerations. 2. Single out the appropriate hiring decision-maker within each organization of interest. You do this by researching corporate literature--online information through Google--business journals and directories--Who's Who listings--company's website--community, non-profit and specialized websites. The purpose of this important research is to identify the names of specific decision-makers that you could be reporting to. The reason for this is that these are the folks who will be making a hiring decision about you . . . not Human Resources or Personnel managers. And, you have NO competition! Then you want to find the best way to approach that person directly. You may do that by making a personal phone call, or writing a letter or email directly to that person. And you can visit your next boss in person. Whatever you do, you can significantly increase your job search speed by having and following a proven plan of action. In your communication do not ask for a job, but indicate your interest in the company because of some very specific contributions you can make based on your research. Indicate that a resume will follow and that you would like to follow up to see if a face-to-face meeting (not an interview) would be appropriate. Perhaps the most powerful way to access the target is through people who might know him/her. For example, there are people in the community who are available to introduce you, e.g. religious leaders, neighbors, service and social club members, bankers, merchants, charitable and non-profit organizations, trade associations, Chamber of Commerce, etc. Getting a personal introduction from someone who knows your target is golden. The best news of all is that you don't have to look far to find a proven career plan and job search system which can walk you through the process step-by-step and turn you into a winner is as little as 14 days!

### About the Author

Paul Bowley manages EEI, the world-class pioneer in alternative job search techniques and innovative e-business strategies . . . since 1985. Check out THE WORLD'S FASTEST JOB SEARCH PLAN! And grab our stunning FREE REPORT!

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