
TARGETING, PROSPECTING, AND A FOOT IN THE DOOR

Targeting: Instead of waiting to see what positions turn up on job boards, you should be “**targeting**” the companies where you want to work, and then visit the company website to check for job postings.

- To find company lists, check the professional association website for the field you are pursuing – these sites often have company membership directories. Try using the “Find Companies” tool at www.zoominfo.com .
- **Strategy summary: Requires more time and energy than using big, commercial sites, but likely to access more and better opportunities**

Prospecting: What do you do if you go the company website and there aren’t any jobs posted? “**Prospecting**” employers is the process of presenting yourself to a company as a candidate for employment, even though there may not be any visible job postings.

- When you are on company website, try to identify the most appropriate person in the company to contact. It may be the person in charge of recruiting or human resources, or the director of the department you want to work in. Use your best judgment.
- Email a “prospecting letter,” which is similar to a cover letter. The goal of the prospecting letter is to:
 - 1) Express why you are interested in working for the company.
 - 2) Briefly summarize your qualifications.
 - 3) Communicate your willingness to further discuss possible employment opportunities.
- DO NOT send a generic letter. Customize it to the company.
- The best form of communication is probably email. A phone call can catch someone off-guard and unprepared to have a discussion. Also, if you send an email to the wrong person, it is very easy for them to forward your email to the right person. Include a copy of your resume in the email.
- **Strategy summary: Highly time consuming, and no guarantees that you will even get a response from your letter. However, this job search approach has worked for FGCU graduates. And remember, nothing ventured, nothing gained.**

A Foot in the Door: Many companies like to hire/promote from within, so it sometimes pays to get a “**foot in the door**” at a company. One study conducted on how companies fill positions indicated that 30% came from internal transfers and promotions. Here are four possible ways to get your foot in the door and try to “prove yourself.” While there are no guarantees any of these approaches will lead to your ideal position, hopefully you will expand your network, gain experience, and meet people who will give you a good reference.

1. Volunteer – This is usually most appropriate in non-profits since for-profit companies don’t often accept volunteers
2. Internship
3. Part-Time Job
4. Entry-level Full-Time Position
5. Staffing or Temporary Agency (Some companies hire staff through staffing agencies, with the potential of that position transitioning into employment with the company. We suggest using agencies where the employer pays any fees.)