

## Immediate Benefit Career Strategies, November 2005



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This newsletter provides an **immediate benefit exclusively for clients and prospects of Atlanta Career Transition**. On a monthly basis I focus on career strategies that you can immediately implement to increase the effectiveness of your career search, grow your entrepreneurial business, or improve your satisfaction and upward mobility at work. I will also share upcoming events to enhance your career. You can attend these events for cutting edge career information, and invite your friends.

**Upcoming Events – Major Networking Opportunity and Program by Gail Geary**  
**“How to Use Your Age as an Advantage in the Job Search or Business Development”** November 15th 6:30-8:30PM  
Doubletree Hotel, Roswell, GA., Register at [www.refocusoncareers.com](http://www.refocusoncareers.com)

### **Success Strategy #3: Implement a Strategic Mailing and Calling Campaign**

14 Years ago I downsized myself from a wonderful company, now know as the Aon Group, an international insurance and human resources consulting firm. I was a Sr.VP Sales and Marketing who had hit the glass ceiling and was ready for a career change, which for me meant becoming a small business entrepreneur.

In my sales career I had learned the value of “warm calling”- sending out a “standout” cover letter to the buyer with a description of my services, followed by a telephone call to make an appointment. When I started my own business, I purchased a Dun and Bradstreet list of 100 Atlanta based corporations with sales in excess of \$10M. The results of this first **Strategic Mailing and Calling Campaign** and my successful sales skills kept me in the black for three consecutive years and included major clients such as Delta Air Lines, Atlanta Gas Light, Korn Ferry International, Georgia Pacific, and so on.

**What does this mean to you who are starting your own business or are in the job search?** My experience and formal research shows that you may have as high as a 10% success rate for obtaining new business or an interview by using a carefully crafted cover

letter sent out with your resume or business description followed up within a week with a phone call. One of my most successful clients was a consultant who was making a career change because of the long hours and travel. He used *Strategic Calling and Mailing* because he was employed and needed to be discreet and in control of his own campaign. He was happily re-employed in a new work environment convenient to his home in less than three months.

**I can help you write this cover letter and provide you with a target list of 100 to 200 companies in your industry and geographical area of interest** along with instructions of how to conduct this search. My book *The Over-40 Job Search Guide*, available on my website and in major bookstores, gives specific directions on Strategic Mailing and Calling.

Eudora Welty, local color Southern author, spoke through one of her characters “Well if you are so smart, why ain’t you rich?” You may be asking yourself a similar question, “If this *Strategic Calling and Mailing* works for building business and as part of a career search, why aren’t more people using this technique?”

Frankly, because it’s hard work and requires purchasing a targeted list. Many people don’t want to invest the time to mail and call or the small amount of money required to purchase the list. Some people want the easy way out: posting resumes on line, answering ads, and hoping for the best result. In today’s market place these techniques are often not enough. They are reactionary vs proactive. *Strategic Calling and Mailing* needs to be part of your toolbox.

#### **Ask Gail Question of the Week: Trick or Treat?**

“I am using a scanning technique involving turning an Internet position posting into text and adding this as a third resume page. This leads to successfully negotiating electronic scanners with all the correct key words. What do you think?”

I interviewed several HR Directors and we agreed that there is no harm in sending the text only position posting with the resume, but the resume itself must support the position in terms of experience and credentials. Otherwise this is just an unsuccessful trick.

**You can contact me at 770-804-8449 or [gail@atlantacareertransition.com](mailto:gail@atlantacareertransition.com) for career transition help or simply to be added to my newsletter list. To view our services go to <http://www.atlantacareertransition.com/services/index.php>**