

A man with short dark hair and a goatee, wearing a light pink polo shirt, is sitting at a desk in an office. He is looking down at his hands, which are on a keyboard. A computer monitor is visible to his right. The background is a blurred office environment.

7

**How Do You  
Respond to Job  
Postings, Help  
Wanted Signs and  
Reach Out to  
Potential Employers?**

# How Do You Respond to Job Postings, Help Wanted Signs and Reach Out to Potential Employers?

Spread your job search energy, and use it wisely. Remember, finding a job is hard work, it takes more than spending a lot of time in front of a computer screen to get hired. Increase your chances for success by including multiple activities and approaches in your plan. In this chapter, we will provide tips for checking out job openings in your local community - from Help Wanted or Now Hiring signs, to local newspapers and small publications, to local websites. Your next job may be closer than you think.

Most people search for jobs on the internet, but you shouldn't spend all your time online. Also check out some print newspapers that have help wanted ads, or you may find job listings in your PennySaver or other locally distributed publications. These are often delivered to homes and you can find them in the library.

Help Wanted and Now Hiring signs can be found in storefront windows or business entry ways, community bulletin boards, community centers and laundromats. Keep your eyes open for these signs.

When you see a sign that says "Help Wanted, Apply Here," make sure you are ready to meet someone who may hire you. If you are not dressed for an interview, come back later in interview clothing. You may be asked to fill out an application, so make certain that you have your [Personal Data Form](#) that you will address in Chapter 9.





## Write It Down: I Found an Ad for a Job That Looks Great. What's Next?

Write down the information from the ad or sign in your notebook, including the date of the ad and where you found it. If it is in your own newspaper, you can cut out the ad and paste it into your notebook. If you found more than one ad to paste in your notebook, make sure to leave space between them for notes.



## Take the Extra Step: Snap a Picture of the Help Wanted Sign

Use your smartphone to snap a picture of the help wanted sign. Write the information down later in your notebook. If you don't have your notebook with you, taking a photo is a better choice than writing down information on a little slip of paper that is easy to lose. Taking a photo also makes it simple to share the information with a friend or someone who is helping with your job search.

Read the ad or posting to find out how to apply for the job. You may be asked to send a resume by email. You may be asked to call for an appointment, or the ad may ask you to apply in person. Sometimes ads will ask you to apply online. Go to Chapter 9 for details about completing online applications.





## Checklist for Success: Send it to the Right Place

If you are emailing or faxing a resume, make sure you have the right email address. Check it and write it down in your notebook.

- Send it from your own email account. If you are using a computer at a friend's home or at the library, be sure to open your own email account to send a resume online.
- Make sure you have the correct email address or fax number.
- If you are faxing your resume, put the date and newspaper on a fax cover sheet.
- If a job posting or ad asks for a cover letter, write one specific for the job. Don't write, "I'm interested in a job." Do write, "I'm interested in the customer service position posted in the PennySaver on September 1, 2021." Provide the same information when you send an email.



## True Stories: That's Not the Job That Was Posted

A construction company posted a job for an administrative role and received more than one cover letter expressing interest in a different job. One even read, "I am interested in the job opening you have for a chef."





## Checklist for Success: Make the Appointment

When an ad says to call, have your calendar and notebook with you before you pick up the phone. You should:

- Make sure you have a good connection on a cellphone or on a landline. (Make sure the ringer on your cellphone is off if you're calling from a landline and your cellphone is near by.)
- Call from a quiet location. Turn off the TV or radio and tell others that you are making a call about a job and cannot be interrupted.
- Write any questions you want to ask about the job below the ad or posting information that is in your notebook.
- Be prepared for a screening job interview. Employers may treat the first phone call, even if it's to make an appointment, as the first interview.
- Sit up straight, smile and make your call with confidence.
- If you are asked to come in to fill out an application or schedule an interview, check your calendar to make sure you are available and then write down the date, time and location.
- Ask for the name and job title of the person you will meet and write this down too.
- Write down the date, time and location in your notebook *and* on your calendar.
- Write down any new information you receive in your notebook, such as the name and job title of the person you speak to on the phone.

### What's the difference between a Job Fair and a Hiring Event?

Job fairs are organized for a group of employers and can be for a targeted audience. Employers are invited to set up a booth or table and meet potential candidates. Employers might have specific hiring needs when they participate in job fairs, or they may be there to spread goodwill. Targeted audiences could, for example, be veterans, recent graduates or the formerly incarcerated. Job fairs could be in person or virtual. These may also be called Career Fairs. Treat a job fair just like applying in person. Don't be disappointed if you learn that the employer is not hiring; it's still a good chance to practice your networking skills.

Sometimes employers will host a job fair by themselves, no other employers involved. When the announcement includes a list of positions they are looking to fill at this job fair, it is not for information only, it's more like a hiring event.

Hiring events are set up by one employer or a Career Center to find candidates for specific jobs. Employers may post flyers that include a list of open jobs at their location, online or work with a



Career Center. Hiring events can be at an employer’s location, a Career Center, a separate location if space is needed or the hiring event can be virtual. Career Centers may have hiring events that include more than one employer. These may also be called Recruitment Fairs. When you go to a hiring event treat it like applying in person for a job.



## Checklist for Success: Applying in Person

If the ad or posting invites you to apply in person:

- Note the days and hours when it is possible to apply.
- Decide on a date and time to apply and write it in your calendar along with the location. Go early if there are multiple days and times when a company will be taking applications. You don’t have to be the first, but you don’t want to be the last.
- Check online to see if you can learn any information about the company.
- Review Chapters 10 and 11 to get ready for an interview.



## Write It Down: Here’s What Your Calendar Might Look Like Now

Job Search Calendar Week of September 20, 2021						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Pick up Penny-saver; check for jobs that meet skills and background	10 AM Head to Broadway with resumes and dressed for interviews	9 AM Make networking calls	9 AM Follow up on networking calls	11 AM Fill out application at ABC Audio, 222 Main St, Flushing		7 PM Review last week’s activities and make plan for the new week



## Hit the Street

While you will see Help Wanted signs in storefront windows, there may be other places on the same block looking for employees too. Pick a busy street. You can go into different businesses and ask if they are looking for help. Practice before you head out to say something like, "Good afternoon, my name is Pat and I am looking for a job as a cashier. Do you have any openings?"



### Take the Extra Step: Be Ready for an Interview When You Walk In

When you head to the street to ask potential employers if they have job openings, dress for an interview, bring your resume or [Personal Data Form](#) and be prepared for an interview. You may even meet more than one person for an interview.

## Find Targeted Employers

Make your search specific by creating a list of potential employers to contact. Conduct an internet search that includes the type of employer and location.



### Write It Down: Here's What the steps would look like if you are looking for a food service job in senior living locations

Follow these easy steps:

Type, **senior living westchester ny** into a search box.

Review the individual locations and compiled lists of multiple locations.

Write a list in your notebook of the ones in locations that work for you.

Write down employer names, locations and phone numbers.



Once you have a list you can call and ask about job openings as you would in person. This might sound like, "Good afternoon, my name is Chris, I am looking for a job as a cook. Do you know who I should be speaking to at the Atria?" Have your notebook out so you can write down the contact information, or be ready because you may be transferred to Human Resources. While you may also be told to apply online, your call may be picked up before a job is posted, and it's good networking practice.

## Work With a Temp Agency

Many employers use temp, employment or staffing agencies as a primary source to fill part-time and full-time jobs. These jobs can range from warehouse work to legal services. You will find postings by agencies when you are looking for jobs on the internet. You can also contact these agencies directly.



### Write It Down: Steps to Find Local Agencies

Look for agencies in your geographic area using similar steps as finding targeted employers.

Type, **temp agencies westchester ny** into a search box.

Review the list of agencies.

Write a list in your notebook of the agencies in your location that place temps in your occupation.

Write down agency names and phone numbers.

Once you have a list, you can call and ask about applying for the jobs they are filling for employers. This might sound like, "Good afternoon, my name is Chris, I am looking for a job as a receptionist. Can I speak to someone about applying for openings through Brooke Street Staffing?" Have your notebook out so you can write down the contact information and any other instructions. Be prepared for a potential telephone interview.

Responding to signs, and targeting and visiting employers can lead to a job placement. It's one of the techniques to use. Successful job searchers use a variety of techniques: networking, responding to postings and online searches.







## Chapter 7 To Do List

- \_\_\_\_\_ Check local publications for help wanted ads.
- \_\_\_\_\_ Be on the lookout for posted help wanted signs.
- \_\_\_\_\_ Pick a business area to ask employers if they are looking for help.
- \_\_\_\_\_ Be ready for an interview by phone or in person whenever you connect with a potential employer.
- \_\_\_\_\_ Keep track of your activity so you can follow up; write it down in your notebook.



## Need Help?

The Westchester Library System offers workshops, resources, and one-to-one counseling to guide your job search and improve your interviewing skills. Find out more at [FirstFind.org](http://FirstFind.org).

