

TIPS FOR ANSWERING ADVERTISEMENTS

Two types of ads usually appear in most classified advertising sections of newspapers, blind ads and identified ads. Blind ads do not give the company name whereas identified ads do. Employers often use blind ads to avoid being swamped with telephone responses and to be able to screen applicants more selectively. When you respond to ads, use the tips listed below to be sure you are responding in your best interest.

- *Study each job requirement listed in the ad and relate your experience, skills and results to the requirements.*
- *When a name is not listed with the ad, call the company and try to get the name of a specific person to write to.*
- *Begin your letter by identifying the newspaper, magazine, or journal and the date of the ad.*
- *Do not mention any part of the job for which you do not qualify.*
- *Be brief and to the point.*
- *If you are asked to include wage or salary information, give a range based on your total earnings.*
- *End your letter positively by saying that you look forward to a meeting. Give a time when you will call to arrange an appointment for a meeting.*
- *Keep a copy of the ad and your letter so you will know when to follow up with a phone call.*
- *Always send a typed letter with no mistakes such as misspelled words, incorrect grammar or incorrect punctuation.*
- *Avoid trying to sound like someone you're not. Instead, write your letter in a natural style that reflects how you normally talk.*