

Direct Mail Job-Hunting in a Nutshell

Focused campaign targeting employers that interest you and whose needs match with your skills
<i>Tends to work best with small or medium size law firms</i>
<i>Great technique for seeking out-of-town jobs</i>
<i>Can help land volunteer positions with public sector and public interest employers who do not have regular hiring processes</i>
<i>Should not be your only technique - networking is more likely to produce results</i>

Step 1: Research and prepare your initial list of 20-30 employers

- ❖ List should have some focus, such as practice area (family law firms, elder law, general practice), geographic area (firms located in a smaller town that interests you), or even a “special connection” (small litigation firms with alums from your college)
- ❖ See research handout to learn more

Step 2: Update your resume

- ❖ Make sure it includes accomplishments, experience, relevant coursework, etc. that will interest your target employers.

Step 3: Draft cover letters

- ❖ Address a real person, not “To whom it may concern”
- ❖ Introduce yourself. State why you are writing. Mention any special connection to firm/employer or attorneys at the firm.
- ❖ Express why you are interested in this employer. Be specific.
- ❖ Close with a thank you and a request for action. Say that even if jobs are not available you’d appreciate an interview to learn more.
- ❖ Include contact info (phone, email address) on cover letter AND resume

Step 4: Mail

- ❖ Snail mail more likely to get noticed
- ❖ If you use email, convert all files to PDF before sending

Step 5: Keep track of all employers to whom you sent letters along with results

- ❖ You never know when they will contact you, so be prepared

Step 6: Follow up

- ❖ Call to find out if materials were received and whether they need a clerk and/or would consider hiring you.
- ❖ If response is that you would not fit and never will fit, you can give up.
- ❖ If the response is “we’re not hiring right now,” don’t write them off. Ask for an informational interview, and keep them in your file to contact at a later date.

Step 7: Repeat

- ❖ If the first batch does not work, try again with a different list.