

**The Worst and Best Strategies  
for Finding a Job**

**Adapted from *The 2006 What Color is Your Parachute?*  
by Richard Nelson Bolles**

**Consider:**

- The average person *under* 35 years of age will go job-hunting every one to three years.
- The average person *over* 35 years of age will look for a job every five to eight years.
- Most of us will redirect our careers three to five times over our work life.
- Nine million, two hundred fifty-six thousand men and women are looking for jobs in the U.S. alone as you read this.

**Five Worst Ways**

One: Using the Internet. Success Rate: 4 – 10%

Two: Randomly mailing out resumes to employers. Success Rate: 7%

Three: Answering ads in professional or trade journals. Success Rate: 7%

Four: Answering ads in local newspapers. Success Rate: 5 – 24%

Five: Using private employment agencies or search firms. Success Rate: 5 – 28%

**Five Best Ways**

One: Asking family members, friends, people in the community, staff at career centers (in your high school, college, or community college). Success Rate: 33%

Two: Knocking on the doors of employers that interest you, whether you know they have an opening or not. Success Rate: 47%

Three: By yourself, using the phone book's yellow pages to identify subjects or fields of interest to you in the city where you want to work. Calling the employers in that field and asking if they are hiring for the type of position you can do and do well. Success Rate: 69%

Four: In a group with other job hunters, using the phone book's yellow pages to identify subjects or fields of interest to you in the city where you want to work. Calling the employers in that field and asking if they are hiring for the type of position you can do and do well. Success Rate: 84%

Five: Implementing numbers three and/or four, but doing your homework first, specifically inventorying and identifying your skills, interests, and ideal work environment. Additionally, researching the names of the positions you would be most interested in, the organizations that have such jobs to offer, and the people who have the power to hire you. Finally, determining the best approach for showing how your skills can help them solve their problems. Success Rate: 86%

### **How Employers Hunt for Employees**

(In order of preference)

One: Inside the company, hiring or promoting from within

Two: Colleagues, asking colleagues for referrals

Three: Drop-ins with proof (interviewing a job-hunter who initiated an interview and offered proof of what he or she can do)

Four: Employment agencies and search firms

Five: Ads

Six: Resumes

Final Note: Most employers prefer to be approached through a mutual friend or acquaintance.