



HOW TO ANSWER THE ANSWERING ADS

If you were to gather a group of friends who had completed job searches and ask them where they felt their campaigns were weakest, chances are most would tell you it was in answering ads. Over the years job-seeker after job-seeker has told me just that. Answering ads- particularly blind ones that must be answered via a box number-is for many job-seekers a wasted effort. Many have reported they secured only one interview out of forty or fifty ads they responded to. Some job-seekers have actually received not a single reply to their answers to ads during the course of their job-search campaigns! Yet in recent years I have worked with other job-seekers who have secured one interview for every two responses they sent out. For this latter group, responding to ads is obviously not a wasted effort. The key question to ask yourself, then, before you start answering ads, is why so many job-seekers have such little luck in their attempts to secure interviews through ads. Here are four good reasons: [Read More](#)

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