

## FIND WORK SEARCH LEADS

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There are many ways to find people and organizations to contact about work opportunities. Most people rely on job posting sites, but that's just the tip of the iceberg. Finding "raw" leads, also known as people or tips that point you in the direction of an important contact or opportunity, can lead to amazing opportunities. The more people you know, the more opportunities you'll encounter.

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### Where can you look for "raw leads"?

- + Your career research (look for contacts you make while exploring career options or apply for jobs)
- + Sector and industry directories
- + Specific company/organization websites
- + Professional association websites
- + Job posting sites
- + Suggestions from family, friends, professors, former supervisors, colleagues, etc.

### Why contact a lead?

There are three main reasons why you might contact a lead:

- + To learn more about a particular industry or job
- + To get advice or suggestions about possible work opportunities
- + To find work opportunities

### Put together your raw leads

Identify 10 to 20 people and/or organizations that you may want to contact. Put together a list that includes the person's name, position and contact information. For smaller organizations, it might be best to connect with the owner/operator or executive director. For larger organizations, try contacting Human Resources or the supervisor/manager/director of a specific department.

Gather the following information about the organization, or as much as you can find on the organization's website.

- + Address, general contact information
- + Website address
- + Type of organization (private, public, not-for-profit)
- + Organizational vision, mission, values
- + Products or services
- + Size (number of employees, scope of work)
- + Types of positions
- + Growth pattern

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