

§ 3.3

Job Hunting: Cold Calling

Old School

One of the biproducts of society's transition to cell phone use is that the old-fashioned *Yellow Pages*, or phone book, has become a dinosaur. Some of you reading this may have never actually used a phone book. (Ouch!) The funny thing is, that is both good and bad for a paralegal.

First, the phone book, and related online and physical directories (such as the reverse-look-up directory) are still used by researchers and investigators. The fact that very few paralegals or attorneys use them can work to your advantage. You may find something there that no one else is able to find.

The same logic goes for cold calling. It is not the most efficient way to look for a job, and you must be patient and persistent. (Don't take rejection personal at all.) If used correctly, the phone book (or online directory) can be an excellent tool. Make as many copies of the work sheet on the following page as needed and follow these instructions:

- *Set a goal to make a specific number of calls each day (usually five to ten).*
- *Use a work sheet to keep track of the calls you make.*
- *Start alphabetically and work your way through the attorney listings in the Yellow Pages or on the Web site www.martindale.com. (A directory of attorneys by city, county, and state.)*
- *Ask for the manager or the person responsible for hiring. If the conversation goes well and a position is open, ask for an interview. Make a note of the person's name.*
- *Most importantly, keep the call brief. Don't chit chat. Get to the point and be very polite. Thank the person for his or her time.*
- *The second time you call, ask specifically for the individual in charge of hiring (whose name you obtained the first time you called).*

