



## S.M.A.R.T RESUME DISTRIBUTION F.A.Q.s

### 1. What does S.M.A.R.T. stand for?

Strategic Matching and Automated Recruiter Targeting (SMART).

### 2. What's the difference between the "General Recruiter Distribution" and the "Venture Capital/Private Equity Recruiter Distribution"?

Both types of recruiters in our databases are hired and paid by companies that need talent. We send your letter and resume directly to the recruiters that match your selections. Here are the key differences:

- ▶ **General Recruiter Distribution:** This database works with all job hunters regardless of seniority.
- ▶ **Venture Capital/PE Recruiter Distribution:** These recruiters work with senior level job hunters who are generally interested in start-ups and high-growth roles.

### 3. Does my resume go directly to the recruiter (him/herself) or the firm or both?

The cover letter and attached resume go directly to recruiters.

### 4. Does the hiring company receive my resume?

No, only the recruiter. The company retains the recruiter to search for people like you, and the recruiter is the person responsible for screening and recommending the best match.

### 5. What can I expect from my email distribution?

This email distribution is primarily a tool for building your network within the recruiting world. Think of it as a bridge connecting you directly with recruiters who know your field. While instant interview opportunities might arise occasionally, the real value lies in establishing long-term connections. Over time, these relationships can lead to interviews and job offers.

**6. How do I know who gets my letter and resume?**

If you choose the distribution plus data download, we will send you the data file with the information.

**7. Does the data download include all the recruiter's information or just the firm's information?**

We send you the data file with the contact information for each recruiter that receives your email and resume.

**8. Do you guarantee a specific number of distributed resumes?**

The number of recruiters who receive your resume depends on your selected industries, positions, and desired salary. With access to over 42,000 recruiters, your reach can be significant! Typically, distributions range from 1,000 to 2,000 targeted professionals.

**9. What email subject line should I use?**

It is best to use an email subject line that describes you or the position you are seeking. For example, Senior R&D Professional Seeking Sales Position. Non-specific subjects like "Looking for a new opportunity" or "My resume" are not strong or enticing enough to encourage a recruiter to open the email.

**10. What should I include in my letter?**

Susan will write a custom cover letter that highlights your talents. A "merge" is used in the process, so your cover letter is personalized to each email address.

**11. Do the recruiters know that you are sending the resume on my behalf?**

No! The email is sent from your email address and replies go back to your email address. It looks as if you sent it directly to the recruiter.

**12. Will these recruiters help me find a job?**

Always remember that recruiters work for companies not job-hunters. Resume distributions are only one piece of the job search strategy. Like any targeted marketing campaign, the results are part serendipity and part follow-up (networking). This distribution is done with the intent (and hope) that your credentials cross a recruiter's desk at the same time s/he has an assignment that matches your credentials.

**13. Will this resume distribution find me a job?**

Finding your ideal job typically involves a multifaceted approach. This resume distribution helps jumpstart your search by putting your profile in front of thousands of relevant recruiters. While it's an effective tool, don't underestimate the value of traditional methods like networking, actively pursuing promising leads, and staying tuned to potential openings. A multi-layered strategy increases your chances of landing the perfect fit.

**14. I do not want to move from Chicago, why are you sending my resume to recruiters in Los Angeles?**

We understand location priorities. While many recruiters focus on specific regions, some also manage remote positions or projects that could be a great fit for your skills. By sending your resume to a wider pool, we increase your chances of connecting with relevant opportunities, even if they're outside your immediate area. Remember, you can always clarify your location preferences in your cover letter or directly with interested recruiters.

### **15. How is the email distribution personalized?**

Each email sent on your behalf goes beyond generic "To Whom It May Concern" messages. They're individually addressed to specific recruiters in your chosen field by name, using a formal "Dear Mr./Ms. Last Name" salutation. This personalized approach grabs attention and sets you apart from the bulk of resumes recruiters receive.

### **16. How long before I start hearing from recruiters? And how do I respond to those who do contact me?**

The timing varies, but you can expect replies almost immediately after your emails are sent. Some initial responses may be automated or out-of-office messages, but hopefully, you'll also receive inquiries from interested recruiters seeking more information. Remember, this is a process! Even if recruiters don't have an immediate opening that matches your profile, they might keep you in mind for future opportunities.

### **17. How should I respond to recruiters who contact me?**

Always be professional and prompt in your replies. For initial inquiries, a "thank you for your interest" email acknowledging their message and briefly highlighting your relevant skills is appropriate. Remember to reiterate your job search status and openness to future opportunities. Following up once a month with a short reminder email is a good practice, but maintain a respectful and persistent tone.

### **18. What's the long-term value of this resume distribution?**

Think of this service as a networking tool to build valuable connections with recruiters in your field. While immediate interviews are sometimes possible, the real benefit lies in establishing long-term relationships. Over time, these connections can lead to interviews and job offers when positions that align with your skills emerge. It's an investment in your future career, not just a quick-fix job search method.