

# Want Ad Procedures



888/258-9966 (toll free)



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Searching newspaper classified ads for job openings remains one of the most common and popular means for finding available job openings. Nearly 46% of all job seekers review the classified ads for employment opportunities, with an effectiveness rate of 24%.

The steps below are provided to help you maximize your effectiveness when reviewing the Want Ads.

1. Circle all job possibilities of interest.
2. Get all the details so you're prepared when you call.
3. If they give a phone number, call immediately. Keep a note pad to jot down names, addresses, etc.
4. If an address is listed, go in person. Don't let them interview you by phone; try to get a personal interview.
5. If they ask you to write, do so immediately. In your cover letter give your name, address, and phone number, and send a copy of your resume.
6. Most legitimate ads will give specific requirements which job seekers must meet in order to be considered: training, education, experience, physical demands, minimum age, etc.
7. A blind ad is one in which almost no information is given as to who the employer is or specifics about the job. Often the only reply is to a box number.

#### Other job search publications

Tips on Finding Summer Jobs  
(DWSJ-5641-P)  
Networking  
(DWSJ-9455-P)  
Where to Look for Job Opportunities  
(DWSJ-9467-P)

#### Publications on related topics

**INTERVIEWING** \_\_\_\_\_  
Keys to Successful Interviewing  
(DWSJ-6951-P)  
Hidden Elements of Interviewing  
(DWSJ-9484-P)  
Informational Interviewing  
(DWSJ-9407-P)

**RESUMES, APPLICATIONS** \_\_\_\_\_  
Personal Data Record  
(DWSJ-4937-P)  
Thoughts on Resumes  
(DWSJ-4658-P)  
Resume Writing— A Basic Guide  
(DWSJ-9433-P)

DWSJ-9530-P (R. 04/2002)



A blind ad may be any one of three things:

- a) A legitimate ad placed by businesses which for one reason or another decide not to broadcast the fact that they are hiring.
- b) A private employment agency trying to recruit applicants. They can be helpful in referring people to jobs, and will charge either the applicant or the employer a fee.
- c) A “rip-off” put in to entrap desperate people looking for work. They will take advantage of you by making you pay in advance for lists of employers that you usually could have compiled yourself for free. Beware of anyone asking you to pay before they give out information.

8. Watch out for attractive phrases:

- Public Contact or Public Relations — may mean soliciting door-to-door or by telephone
- Sales Promotion — means direct selling

- Outside Order Taking — house-to-house canvassing
- Supervisory Position or Management Candidate — may mean you have to gather friends and relatives into a sales team
- Opportunity to Earn — chances are slight you will earn this amount until after a long time

9. When you call about an ad be pleasant, friendly, clear and have answers ready for the most frequently asked questions. Don't “umm and ahh”. Don't sound tired, bored, nervous or hesitant. Make sure the background is quiet (no television, radio, kids yelling, etc.). Try to get an interview appointment. The less you say on the telephone, the better. Be sure to get the person's name right, the date and time of the interview, and the address and directions to get there.

10. Thank the person for their help and time. Sound eager to meet them and be interviewed.