

Q&A Column
Author: Mark Swartz

Email Subject Line: Is An “Employment Wanted” Ad Worth It?

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Headline: Should You Pay For An “Employment Wanted” Ad?

Summary:

I've been thinking about posting an advertisement about myself in the “Employment Wanted” section of the newspaper. The reason is I don't seem to be getting much response to my other ways of job hunting. Should I spend a few bucks to see if I get a response?

Igor T., Winnipeg, Manitoba

[Landing Page copy](#)

Headline: Should You Pay For An “Employment Wanted” Ad?

Dear Mark,

I've been thinking about posting a brief advertisement about myself in the “Employment Wanted” section of the newspaper. The reason is I don't seem to be getting much response to my other ways of job hunting. I must have applied for over 100 positions I've seen so far. And getting a recruiter to return my calls is tough going. Should I spend a few bucks to see if I get a response with an ad?

Thank You

Igor T., Winnipeg, Manitoba

Dear Igor,

Boosting your profile with potential employers is critical when searching for work. But, unlike the old adage "there's no such thing as bad publicity," I do think it's important to consider the impression you might make when promoting yourself in non-traditional ways (see my article on "Does 'Extreme Job Hunting' Work?,"

<http://workopolis.com/servlet/Content/careerqa/20060509/cqa20060509?section=CareerQA>).

Advertising yourself in the "Employment Wanted" section of your newspaper is one such method. Normally you see a few one or two liners, such as the following:

Bookkeeper, experienced, tax, payroll. Reasonable. Call for info.

Toolmaker. Seeks new position in well established & equipped tool room. Call this number.

This past weekend, however, I was scanning the Toronto Star's Business section when I came across the biggest Employment Wanted ad I'd ever seen.

766 Employment Wanted

EMPLOYMENT OPPORTUNITY WANTED

British family man looking for a secure career and future as an outside sales professional for either the construction industry/wholesale home or commercial products or similar. Salary minimum \$55,000 per year. The company willing to hire me will gain a self-motivated/loyal/trustworthy employee who is highly creative/results-focused/ offering experience in business development/sales/customer support/ employee training/interfacing with suppliers and vendors. Strength in leadership/budgeting/negotiating/communication/ interpersonal skills. A self-starter with the ability to work independently or as part of an integrated team. Superior ability for assessing customer needs and implementing appropriate profitable solutions.

QUALIFICATIONS
National Examinations Board for Supervision and Management (England - NEBSM)
Good knowledge in business development/homeshow organization/advertising techniques
MS Office: Word/Excel/Outlook/QuickBooks Accountancy
Have own transportation/computer/home office

WORK EXPERIENCE
Sales and Business Development (2001 - Present)
Created and developed retail/manufacture/installation of wooden garden structures business within 2 months of moving to Canada from England. Designed/managed/updated new corporate website/increased customer awareness by 75%. Innovated large home show display/presentations for maximum visual/sales impact, reducing yearly advertising costs by half. Initiated/prospected sales to establish company's 1st year business position. Increased sales by 30%, installations by 20% within 2nd year. Fostered/strengthened relationship with competitors/distributors by gaining new installation contracts, which gained significant exposure/successfully generating new business. Awarded top Ontario Distributor/Sales person in 2005.
Highways Supervisor for the local Authority - The Borough of Poole (1991 - 2007)
Maintaining/improving road and sidewalk conditions. Trained staff/scheduled/controlled daily workload for 32 unionized employees in health and safety. Implemented workforce health/safety issues, reducing yearly sickness by 33%. Organized/efficiently ran emergency response/winter maintenance operations. Completed a substantial improvement on a major city junction, using only 85% of the allocated budget. Completed contracts before deadlines. Purchased/operated 'CCTV' systems for drain inspections, reducing outside contractual work while increasing income. Consistently met various monthly goals for major highway improvements.

PLEASE CONTACT SIMON WILSON AT
E-MAIL: simon@reynoldswilson.com, FAX: (905) 265-1275, CELL: (647) 209-9976

780 Domestic Jobs Wanted
CLEANING lady available Saturdays. Experienced. 416-244-7317

780 Domestic Jobs Wanted
A kind loving working Nanny 416-879-4570.
Mother/house 416-679-2000

N.I. Has your lic. been susped? Do you need a driver? F/T or P/T. 416-241-0470

B Inside sales & marketing Fortune 500 trained, excel. admin / sales

I had to admit it made me stop and wonder: Who the heck would be bold enough to put himself out there so brazenly? So I called the contact number and spoke to the job seeker, Simon Wilson,

who lives in the Greater Toronto Area. Turns out he's been looking for full-time work since mid-April. He tells me he hasn't been having much luck with recruiters or job boards so far.

"I thought I'd try to be a little different," says Simon. By his reasoning, if an employer does call him based on the ad, he can afford to be more picky "because it's them who called me." So far Simon's received more than a half dozen calls, so it could be that his instincts are proving right.

And the cost for this level of self promotion? *\$500 per day that the ad appears*. Simon plans on running the ad twice, which means a cool grand in total. Of course whether or not it's worth it will depend on if he gets a decent job in his preferred field because of it.

Meanwhile I'd advise Simon, and you, Igor, to focus more on networking into the hidden job market while applying for advertised positions on the job boards, and making contact with recruiters. Since Simon is in sales, his stand out strategy just might be unique enough to pay off. But in most cases this kind of expense probably isn't justified. On the other hand, a one or two line ad in the "Employment Wanted" section of your local paper might well be worth it if you offer skills or experience employers nearby are looking for. Just make sure it enhances – not reduces – your professional image.



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