

11 fatal errors when sending curriculum vitae by email

By Richard Flink

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Richard Flink
advance@advanceassessoria.com.br

Advance Executive Search <http://www24.brinkster.com/rflink/artigos>

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1) Sending of curriculum vitae through bought list of e-mails.

Nowadays, easily it is obtained to buy lists of e-mails contending 1.000.000 of electronic addresses for only US\$ 50.00 or less. It can still to get of favor in some promotion sites or obtain it. in public list of e-mails.

To use itself of this expedient to make its direct mail does not function, as much for the lack of focus as for the fact of being Spam, item that more annoys Internet. users. Its email will be discarded easily, without counting that you curriculum vitae for people will be sending its who you nor know what they make. Exactly the list that promise parted addresses, do not solved this problem. For example, you it will be able to have an entrepreneur registered in cadastre in a list of e-mails of these and therefore, it would be eligible you to send its curriculum vitae. Imagines that you is a manager with wage range of

US\$ 7,000.00 and the company of it is a micron company of an only owner it. Which are its possibilities of being called for interviews?

Moreover, software is each time more sophisticated and intent for the "spamming". You certainly it will be registered in cadastre in the " black list" of this addressee and plus it its will never see an email. It will be discarded automatically for the system.

Frequently we receive e-mails from people or companies offering its jobs or products that nothing have to see with our business. Result: all for the " trash " go immediately.

2) Generic electronic address

In a general way, people only read messages that interest proper they directly. Thus being, to send e-mails for generic addresses it is certainly time wastefulness. It will not be read.

Therefore, of nothing happen you send its curriculum vitae one determined addressed company for: sales@enterpriseX.com or itarea@interpriseY.com .

Our experience has shown that the people spend its time to send its curriculuns for the companies

of this form and they never get feedback;

3) Sending of curriculum vitae as attachment.

For being more practical, the majority of curriculums that the people send for the companies is in the form of attachment. In our company this always happens. (97% of the candidates that in they try them to send its curriculums, make it in this way). However, this practical is very risky, because the companies each time more take care of its system so that they are not infected virus. The oldest way of if catching a virus in its system is through attachments. Therefore, the great majority of the companies do not accept attachments in messages of e-mails. This happens automatically for the system, where firewalls and other systems are configured to make this exclusion. Thus being, it will not arrive at the addressee. Others, simply do not open messages with attachments.

One another problem is the workmanship hand that gives to read the curriculum that arrives in attached archive. The addressee has that to open the message and later opening the attachment. Executives are too much busy to be spending their times in opening archives. Our company received around 200 curriculums per day through messages with attached archive. Which the consultant who will have time to open all its?

Candidates who do not have the true notion of how much are busy the people also send yours curriculums contend some pages and photos. This leaves archive great e takes more time to load it and will test the patience of the addressee with the delay in the loading of the message. Our assisted executives have curriculums with up to 100 KB, being the average 64 KB in size. It is common to try in them to send curriculums with 800 KB, for example.

One another care in this item is that the addressee will have that to have a compatible software with the one of your archive, to be able to read the attachment. For instance, older versions of the Word do not open archives made with the new versions.

4) Leave the item "subject " blank.

Some articles on email marketing tell the importance to not only fill the item " subject " in the messages of e-mails as also to write something that really causes impact in the addressee. Something that really may attention it. In case that contrary, the possibilities of your email to be discarded without being opened will be great. In a statistics in our company, approximately 70% of the-mails that arrive it are not read simply because the item "subject " is blank or it is not interesting.

Moreover, by the same fact explained in item 3 of this article, systems are configured to exclude messages with the item "blank subject " automatically.

You it will be able to make a test of how these systems work, Make a download of a simple e-mails manager software named EMC 5,0. You will be able to copy it in the address www.abreuretto.com free.

This simple software checks automatically your e-mails in the server and in accordance with its pattern, already it will exclude the non desire messages, not arriving to load its in your PC.

5) Avoid of a cover letter in the body of the message.

Daily, candidates try to send us yours curriculums through an email that does not have " subject " and the blank body message, only with an attachment. Which the real possibilities of this message to be opened? ZERO.

The main objective of this cover letter is to make with that the addressee make interesting in reading your curriculum. Nothing to write too much, it one 20 lines are more than enough. But remembers that your real possibilities to have curriculum read are through the "interesting subject " and an upper-class cover letter wrote.

6) Attachment with little professional name.

The majority of the professionals who write yours curriculuns forget that the same it will be sent for the company later. Thus being, during the elaboration they finish recording it with unprofessional names, causing bad impact in the addressee.

Sees some names that already we receive: AT-Fechado; Curr; CV-AGE-Simple; V_FAT; VCMona2001; Filipa; Lu_cur; etc.

7) Attachment with generic name.

Excepting the archives cited in item 6, 70% of the archives of curriculuns sent by email have the following names: CV; Vitae, Curriculum Vitae and Resume.

This, beyond not facilitating the life of the addressee in case that him comes to record it, therefore will have that to be renamed instead of be able recorded it directly; there is the possibility of the same one to lose in the archives of who received it and to make it difficult its location.

Nor all the companies has systems that register you curriculum vitae on-line or use of a hands free data base. Thus being, many archives of curriculuns still are in diskettes, making it difficult the merging.

8) Electronic address lending

Many candidates send its curriculuns through an e-mail of other people. As the email is not managed by the interested person, many times an e-mail of feedback of the company will be able to be lost and to be without reply and to make with that you loses a good chance.

Moreover, the responsible one for the account of the email will can be able to disactive it and your contact will also be lost.

9) Not to place its electronic address in the curriculum vitae.

One another common problem is the fact of not placing the electronic address in the curriculum. Many times it will be filed and the discarded message. When the company has made this, your electronic address and one way of you to be located will be lost.

10) Not to use the basic rules of electronic curriculum vitae building.

Beyond if having a perfect curriculum to use of the form printed, some basic rules exist during the building of an electronic curriculum. For example, necessarily it is not needed to have only 2 pages; it is to have well-taken care of more with the words that " sell " or keywords, therefore your curriculum will only be accessed to if contained words that the recruiter is searching for; etc.

11) Not to have the habit to verify the e-mail box daily.

After you to have sent your curriculum vitae for email, may attention with the new messages that arrive.

Many times the company's answer readily requesting to be contacted. In this case, to check the email once time per week can be late.

Richard Flink

Director

ADVANCE ASSESSORIA

Executive Search / Outplacement

mailto: advance@advanceassessoria.com.br

<http://www.advanceassessoria.com.br>

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