

IV. MECHANICS OF A JOB SEARCH

A. Research All Potential Employers. Now that you have identified your dream job and you know exactly what it is that you hope to do with the rest of your life, you need to find out where the potential jobs are and to convince those employers that you are the one for them.

Prior to contacting potential employers there are several things that you should do. Before sending a letter to an employer, research the employer thoroughly. This involves more than just ensuring that you have their name spelled correctly - you must find out basic information about the employer's areas of practice, cities in which the employer has offices, a simple biography of the firm's lawyers, recent cases in which the firm has been involved, clients the employer has represented, and any current news about the employer. You simply must gather all possible information before you write a letter to any prospective employer. And the reason for this is that you will use this information in your cover letter to convince the employer that you are particularly interested in and enthusiastic about working for them. All you really need to mention in your cover letter is one fact about the employer that shows that you have done your homework.

B. Where to Find Information about Employers. There are numerous sources of information that you should consult in drafting cover letters to potential employers. These include:

- 1 On-line information from LEXIS and Westlaw;
- 2 Firm websites;
- 3 Employer's NALP Form - most large employers fill out a NALP form which gives basic information about firm size, practice areas, etc.;
- 4 Martindale-Hubbell - this is a very inclusive listing of most law firms, both large and small and the attorneys who work at the firm. Martindale-Hubbell is arranged alphabetically by state and city within each state and then by firm name. It is a good source for information regarding individual attorneys - where they went to law school, where and when they were born, and the areas of law in which they specialize. The directory also includes a list of a firm's representative clients. It is available online at martindale.com.
- 5 Inside Scoop - from CSO, fellow students who have clerked with that employer, alumni who work there, professors, etc.

C. Keep Track Of Your Job Search Efforts. As you search for new employment and start building and working with your network of contacts, it is essential that you develop and maintain a system for keeping track of your communications (phone calls, correspondence, resumes sent, applications submitted, etc), information obtained (names of referrals, job announcements), and the results of your job search campaign. In order to help you keep track of your efforts, the CSO suggests that you use the following "Employer Contact" forms.

