

Networking Sites Trigger Job Hunting Features; Employment Authority Offers Alternative Solution to Ailing Job Seekers

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Pasadena, CA — According to a new research by analyst firm CMS Watch, LinkedIn appears to be moving rapidly to address the job hunting needs of its users. Both Facebook and LinkedIn continue to make inroads with the business community too and are trying hard to connect professionals with their dream employers. Various business networking sites like Yorx, Ecademy, Ryze, and Zing are geared up with various features like resume uploading, to connect various professionals to employers.

A. Harrison Barnes, CEO of Employment Authority, the leading targeted direct mailing service in the US, says, "It is true that social networking websites are fast making a foray into the business world, but it all boils down to job seekers who are adept in networking. Companies are also wary of fake profiles listed on these sites, as well as mistrust the qualifications posted on the websites. Employers will surely benefit by recruiting candidates for their limited positions, but for the job seekers, all they can do is hope that they are lucky enough. There are millions of profiles on LinkedIn; how will the employer find out, which profile best suits the position?"

On the other hand, Employment Authority has devised an ingenious way to land people with jobs. It reports that contacting employers directly is the best way to get a job in the current times. The company, initiated by Harrison Barnes, is a targeted mailing and resume-distribution service that researches employer contacts inside of corporations and other employers in the United States. The service assists high-income executives in initiating **targeted mailings** to those employers.

Richard N. Bolles, the author of *What Color is Your Parachute?*, says, "There are always jobs out there waiting to be filled. The fact that you can't find those jobs only means the vacancy hasn't been advertised, or you're not using the right method to find it.... To speed up your search for one of the jobs that are out there, go after many different organizations, instead of just one or two."

Barnes adds, "There are not many jobs out there, so the best way to find one is to make a direct contact with the employer. Also, nowadays employers do not post jobs on 'regular' job boards because of the exorbitant rates that the sites charge for posting jobs. Employment Authority helps professionals to create a professional, yet personalized resume and cover letter, and then distributes its copies to many employers, which can easily land even an average job seeker with some job offers. We have adequate resources to help professionals to proactively find jobs from any employer they want."

Karen Smith, the senior resume writer at Employment Authority, advises clients that it is essential in the current scenario to find those things that describe ones' ability and past experience to go above and beyond basic job requirements.

For more details about Employment Authority, visit www.employmentauthority.com.



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1.800.283.3860

www.employmentauthority.com

Contact:

Mary Wilson, Editorial Coordinator
Employment Authority
626-243-1885
mary@employmentauthority.com

About Employment Authority

Employment Authority is a targeted mailing resume distribution service for job seekers. The company was formed by Harrison Barnes in 2002. As a member of the EmploymentScape group of companies, Employment Authority is part of one of the largest career companies in the world with hundreds of employees and offices throughout the United States.