

## Finding Contact Names for Speculative Job Applications – Transcript

The first key thing to consider for a speculative application cover letter is that you need to send it to a named contact, in other words, a real actual person that you've identified. If you write "Dear Sir/Madam" it just goes straight in the bin or ends up with someone without any influence in the company who may not know who to pass it onto, so again it goes straight in the bin. What you need is a named contact, a real person to write directly to. So who would you write to? This takes a little guess work and it's a pretty imprecise process. The good news is though that you don't need to find the perfect person, it's good enough to find some-one roughly in the right area. Have a think about the job title of the person who might be your manager if you get a job or internship with them. If you want to work in marketing, search for marketing director or marketing manager and the name of the organisation. If you are interested in editorial roles in a publishing company, search for editor or editorial director and the name of the company. You may need to do a little experimentation with the terms you use. You will often find LinkedIn results in your search results. That's fine and LinkedIn is a great place to find names. Just search the company name and have a trawl through. So now we have a named contact, we are almost ready to write our cover letter.