

Is There a Job Search Method You Recommend for Law Students and Recent Graduates Over Other Methods?

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Yes. The method that I recommend for law students and recent graduates that I believe works the best is targeted mailing. It's pretty phenomenal. I have seen so much success with that. But first, you need to build a big list of firms. So you need to do a lot of research, and that's another topic that we'll cover in another post. But targeted mailing works exceptionally well. I've seen so many attorneys get positioned with it. For years, Legal Authority used to be a fairly significant company. We probably had 30 or 40 people working at it. I would see people coming out of law schools every year, and a lot of them were not the greatest attorneys. But they were as successful as the top law students because they were doing these targeted mailings. A lot of times, these law students were getting multiple jobs when people from even Ivy League law schools weren't getting as many jobs. They might not have been getting jobs paying too much. But they were doing very well.

So I would recommend targeted mailing. You can build the list on your own. But the most important point for law students and recent graduates to remember is when you're using an online job site, everybody is using that online job site. Now, you may be finding jobs on a site like LawCrossing or if you're using small publications and association sites that are in a lot of places that aren't getting a lot of applicants. Just remember that other people are applying to the same jobs. But if you're applying to places that don't necessarily have ads go out and they may have a need. It's so much more effective because you're literally covering much more of the job market. You're one of very few applicants. And it's so much better.

A lot of times, Career Services is great. But at the same time, Career Services offices have only a limited number of contacts in each city. Keep in mind that in a city like Los Angeles, there are thousands and thousands of law firms and tens of thousands of companies and hundreds of different little government offices, and so forth. They simply do not have contacts with all those. The only way you can possibly have contacts is if you build a list of all those people.

You really need to build a list. I will educate you on how to build a list in a future post because it's so vital. But it works, and I cannot stress it enough. Remember, with job sites, you're only covering a tiny percentage of the market. When you use Career Services offices, you're again covering only a tiny percentage of the market. The common methods of applying to jobs are applying to all the firms listed in the NALC guide, downloading lists that those firms received. Most times, they receive thousands of applications. You really need to go where other people aren't applying for jobs. That's the approach that will work wonders for you.

I wish there was some way I could emphasize the importance of building a list even more because it's so incredible as to how many jobs you can get that way. But it really does work.