

The computer has revolutionized the way that job searches are conducted. Thanks to the proliferation of job databases, job seekers can now search for employment with the click of a mouse. In addition, a number of employment services are using high-tech methods to introduce job applicants to employers. Perhaps one of the most controversial tools is resume blasting.

With resume blasting, an individual's resume is sent, or blasted, to the e-mail inboxes of thousands of recruiters, headhunters, human resource executives, and managers. It's the type of phenomenon that's only possible in the digital age. Of course, there are both advantages and disadvantages to resume blasting.

Pros

Resume blasting is a way for you to reach a large number of employers in a short period of time. It can take only a few minutes for your resume to be blasted to thousands of e-mail accounts. It would probably take you weeks to copy and mail your resume to that many employers-plus, you would have to spend a great deal of time researching in order to come up with a list of employers to send your resume to.

In addition, resume blasting is convenient. It requires very little work on your part. All you have to do is format a resume and upload it onto a blasting site. It is a simple procedure which could reap huge rewards in terms of helping you to secure your next job.

Cons

Since one of the greatest advantages to resume blasting is the amount of time it saves, you have to determine whether the time savings is truly worth the expense. And can you really afford to make resume blasting part of your job search? You may simply not have the cash needed to invest in a blasting service.

Also, some career coaches question the wisdom of resume blasting. You only need one job-not thousands-so is there really any need to blast your resume to thousands of employers? In addition, you have to wonder whether employers or even recruiters have the time to review all the resumes they receive via e-mail-particularly when those resumes are unsolicited. Company managers are often busy-too busy to spend time sifting through an electronic pile of resumes.

In the end, it may make more sense to conduct a targeted job search. This means sending your resume only to those companies that are looking for someone with your qualifications. You can e-mail the resumes yourself to some employers in your geographical area in response to positions that have been advertised in newspapers, on the radio, or via Internet. That way, you're spending nothing for the distribution of your resume, but the chances that your resume will receive a response are much greater.

Summary

Ultimately, only you can determine whether resume blasting is appropriate in your case. Carefully consider the pluses and minuses of blasting. Be sure to ask your mentor or a trusted friend for advice. Certainly, resume blasting is a high-tech wonder, but it's a tool that must be used wisely.