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# Electronic Recruiting News

Print Edition

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## Summer 1998

### Seminars: (see page 5)

Advanced Searching and Sourcing  
(see page 5)

July 13:  
San Francisco

July 13:  
Boston, MA

July 15:  
Irvine, CA

July 15:  
New York City

July 17:  
Seattle, WA

July 17:  
Princeton, NJ

July 20:  
Metro DC

July 22:  
Raleigh, NC

July 24:  
Atlanta, GA

July 27:  
Houston, TX

July 29:  
St. Louis, MO

July 31:  
Chicago, IL

## DO NOTHING/DO LITTLE RECRUITING: SLASHING INTERNAL COSTS

If you've spent any time at all putting job openings online, you've probably wondered how to reduce the cost and drudgery of posting. Until recently, each job posting had to be manually submitted to each site. The clerical effort associated with submitting and monitoring results was huge.

Advertising open positions on a variety of sites is very smart. The web is seen by 40 or 50 million potential candidates. But, unlike television, they don't all see the same things.

With hundreds of millions of pages, it is very unlikely that a potential candidate will happen to be in the same place as your ad. Placing them around the web increases the chance that your material will be seen.

A year ago, **Net Temps**, an on-line service for temporary agencies, began syndicating its jobs database to sites like **Yahoo** and **Classifieds2000**. That way, all

of their customers' ads could be seen on a number of unrelated websites. Immediately successful, the idea has been copied and modified by a broad range of services. Today, most large job posting services broadcast their databases to other websites.

Any good idea taken to extreme becomes counter-productive. While recruiters enjoy the idea that their ads are widely distributed, candidates are faced with increasingly congested databases that all contain the same material. The effectiveness of the original idea is declining.

The Web is an entrepreneurial hot house. As soon as a market opportunity is understood, a solution emerges. As soon as the solution is mature, it gets copied. As soon as it is copied widely enough, it becomes a problem. As soon as the problem is understood, a solution emerges. And on and on.

*(Continued on page 6)*

## SPIDERS DON'T BITE: NAVIGATING THE OTHER 60%

**"I don't like spiders and snakes and that's not what it takes"**  
- Joe Stafford

No doubt. They could have a better name. They are called "spiders" because they "crawl" the web.

They are better than household insects because they will do what you tell them to do. They are dangerous because they will literally only do what you tell them to do.

At best, 30% of the information on the web is available through search engines. With adequate training and practice, that 30% can be mined effectively by professional Internet Researchers. Many times, though, the sheer volume of information overwhelms even the most disciplined.

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## OUR ANNUAL SURVEY ISSUE (SEE PAGE 7):

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# Enjoy All 3



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[www.interbiznet.com/hrstart.html](http://www.interbiznet.com/hrstart.html)



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## THE VIEW FROM 35,000 FEET

### "Give it away to keep it."

So goes the quiet anthem of the self-help movement. Who would have guessed that it would become a driving principle in Electronic Commerce? In recruiting phone banks and bullpens around the country, old fashioned methods take longer. Candidates are increasingly hard to find and harder to sell.

The rules are changing as you read this. The long term winners are building networks that provide potential candidates with a long term stream of value.

Does that sound like gobbledygook?

It's this simple: candidates are

**"If you want a successful long term recruiting program, build relationships with potential candidates long before you contact them."**

scarce and getting scarcer; jobs are abundant and getting more so. The growth in available jobs exceeds the growth in population. The situation crosses all industries and social classes.

Unlike other shifts in the econ-

omy, this change is driven by declining birth rates. It's generational. It's a permanent feature of the 21st Century economy.

It is compounded by the extreme shortages in the high tech areas.

**"Help shape our growing Industry. Participate in the annual survey in the middle of this newsletter. "**

The higher salaries attract potential candidates in the same way that Midwestern factories did in the '20s and '30s.

If you want to have a successful long term recruiting program, you must have relationships with potential candidates before you contact them.

In this issue, we offer a number of perspectives on the problem. The four services profiled in our central article help you move your attention from clerical detail to recruiting. Spiders can be developed to increase your ability to reach out to candidates who don't know you yet. There's an article on using newsgroups and mailing lists as a way to build your personal Recruiting Network. Finally, we offer some tips on how to handle "flames".

Our seminars set the industry standards for preparing recruiters to deal with the complexities of using the Internet in their work. We're delivering them again during July.

You'll notice that this issue of the Electronic Recruiting News is much bigger than the prior versions. We're experimenting with a number of things (including the possibility of taking advertising).

The most important addition to this issue is our annual Electronic Recruiting Survey. It's an opportunity for you to help shape our growing industry. Simply pull out the four pages from the middle of the newsletter, fill out the form, fold it along the line, staple it and drop it in a mailbox.

We're offering some interesting incentives for recruiters who submit completed surveys.

Hope you enjoy this issue.

- **John Sumser**

###

Just getting started? Try:

#### Basic Internet Tutorial

[www.microsoft.com/magazine/guides/internet/](http://www.microsoft.com/magazine/guides/internet/)

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**IBN: interbiznet.com** is a Northern California company dedicated to:

### Defining Excellence in Electronic Recruiting.

We publish three free award winning daily newsletters on the World Wide Web at :

<http://www.interbiznet.com>

We also publish an annual survey of the Electronic Re-

### cruting Industry called The Electronic Recruiting Index.

Each year we review and evaluate all of the Websites from HR Departments, 3rd Party Recruiters, Newspapers and Recruitment Advertising Agencies.

We identify the industry leaders, define trends shaping online Recruiting and offer strategic and tactical advice for companies who use the Internet as a Recruiting Tool.

We deliver seminars around the United States every other month. Our services include enterprise consulting, in-house training and continuing education for Electronic Recruiters.

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# RECRUITING WITH NEWSGROUPS AND MAILING LISTS

By John Blower

If you are trying to reach an occupational- or interest-oriented audience, these three media are ones you need to investigate. All three act as "nodes" around which individuals with specific professional or recreational interests tend to cluster.

**Usenet** is a decentralized discussion system running on tens of thousands of cooperating computers around the world (much of the traffic runs over the Internet). It covers some 6,000 subjects in areas called newsgroups. The estimated number of readers ranges in the low millions.

**"Lurk before you leap. Subscribe to mailing lists for several days before joining"**

You access newsgroups either through your browser or through a dedicated newsreader. If you are using Netscape Navigator, pull down the "Window" menu and select "Netscape News". Now select "Options" and choose the "Show All News-groups" option.

Now make yourself a cup of coffee or take the dog for a walk. While the number of newsgroups to which you have access is limited by your ISP, there will be many thousands from which to make your selection.

Alternatively, simply go to **DejaNews**  
<http://www.dejanews.com>  
enter relevant keywords, and you will be presented with a list of groups in which those words appear...

Using newsgroups to promote your site is fraught with danger, but can be exceedingly effective.

Being "flamed" is a constant possibility, but it can be minimized

by approaching the medium in the (politically) correct manner.

The key is **"added-value"**.

Which essentially means that your posts to your newsgroups of choice should add something to the discussion thread.

Just as with email, there are certain conventions to be observed. Call it "netiquette" (dreadful word) if you wish.

Think about your "signature file". It should be no more than 4-6 lines. It's probably worth creating a special one just for newsgroup postings.

You need to share information. Advertising in newsgroup communities (unless you're paying the community owner for the privilege, and the advertisements are clearly marked as such), is plain old bad manners and will doubtless result in your need for multiple fire extinguishers.

Lurk before you leap. Subscribe to mailing lists for several days before joining the discussion. Look for opportunities in other people's questions where you can give a helpful answer instead of just making a plug for your site. This type of online promotion is extraordinarily time-consuming, but can pay healthy dividends inasmuch as you become part of the group which is your target audience.

Both newsletters and discussion lists are delivered by email, the difference being that discussion lists invite participation from their subscribers.

There are over 17,000 public newsletters available on the Web.

17,000!

You can access them and search for mailing lists in which you have an interest at **CataList**, the official catalog of **LISTSERV®** lists  
<http://www.lsoft.com/lists/listref.html>

You may wish to consider either sponsoring a newsletter or advertis-

ing in one. Costs of each depend on the circulation of the individual newsletter (*Information World Daily's* "e-mail links," start at \$6,000 gross for five lines of text with 55 characters each, and reach more than 100,000 qualified readers).

**"...your posts to your newsgroups of choice should add something to the discussion"**

Discussion lists are accessible through **Liszt**  
<http://www.liszt.com>  
and, in general, the same kind of "netiquette" applies as for newsgroups.

By using these formats judiciously, you will be able to communicate with your audience regularly and effectively.

And who needs a Website, anyway?

- **John Blower**

John is a member of the IBN training team. He delivers many of the Advanced Searching and Sourcing Techniques Seminars around the country. Born in England, his background includes recruiting, advertising, and, managing a training company.

Be sure to read his daily columns online in the

**1st Steps Marketing and Design Daily:**  
<http://www.interbiznet.com/nomad>

He can be reached at [johnb@interbiznet.com](mailto:johnb@interbiznet.com)



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## SEMINAR: ADVANCED SEARCHING AND SOURCING

**This Seminar is for Recruiters, Research Specialists and Staffing Professionals.**

You know! It's taking longer to make each placement. You're dredging the bottom of the skills pool. While the managers discuss the labor shortage, you face it every day. You've searched the online resume databases and talked to the same candidates as everyone else. As more and more recruiters come online, the public resume databases are becoming recruiting ghettos.

**As the labor shortage expands, you can get a jump start. While the others are busy patting themselves on the back for increasing requisition backlogs, we'll show you how to fill those open slots**

Meanwhile, successful recruiters are learning to mine the data fields. They are exploiting the real power of the search engines. They are using commercially available spiders to map and scan huge quantities of data in search of real candidates...gainfully employed professionals making solid contributions in their current positions.

In our advanced searching and Sourcing seminar, we'll teach you the skills and tools used by these visionary recruiters. We'll show you the possibilities and send you home with a polished toolkit and techniques that will work on your recruiting problems. More importantly, we'll teach you the mindset required for long term success as an electronic recruiter.

Each graduate of this seminar leaves with a copy of the course materials, a CD chock full of tools and software and a year long subscription to our private Website. The

Website includes each of the 100 URLs and approaches covered in the seminar. In addition, it provides a bank of course review material. The site is updated each week with two additional techniques to improve the integration of the Web into your recruiting practice.

We know that one day is hardly long enough to give you the full benefit of the web. But with busy work schedules, we make do. Our seminar contains integrated material that will help you continue to refine your web skills long after the course is finished. We will help you make a clean move to web recruiting as the principal source of your income.

As the labor shortage expands, you can get a jump start. While the others are busy patting themselves on the back for increasing requisition backlogs, we'll show you how to fill those open slots with viable candidates.

**Seats are still available. Save \$150 — Register by June 15th**

To Register for the Advanced Searching and Sourcing Seminar, please use the enrollment form on the last page of the newsletter.

### **Educational Investment**

The fee for each workshop is \$995 (\$845 if payment is received by June. 15, 1998). The fee includes all course materials, a CD of software and a 1-year Website subscription.

**To Register:** Mail form with your check to:

**IBN 346 Starling Road,  
Mill Valley, CA 94941**  
By phone at (800) 358-2278  
Fax your form to (415) 383-8676

### **Seminar Schedule/Outline: Advanced Searching and Sourcing**

8:30 Registration  
9:00 Introductions/Overview  
9:30 Technology Baseline  
10:00 Key Search Engines  
10:30 Advanced Search Tools  
11:00 Candidate Mines  
11:30 Results Management  
12:00 Lunch (Working)  
1:00 Spiders  
1:30 Candidate Acquisition  
2:00 Agents  
2:30 Email Integration  
3:00 Candidate Pools  
3:30 Other Tools  
4:00 Integration  
4:30 End Of Day

### Spring '98 Schedule: Seminar 2 **Advanced Searching and Sourcing**

Jul 13 - **San Francisco, CA**  
Jul 13 - **Boston, MA**  
Jul 15 - **Irvine, CA**  
Jul 15 - **New York City**  
Jul 17 - **Seattle, WA**  
Jul 17 - **Princeton, NJ**  
Jul 20 - **Metro DC**  
Jul 22 - **Raleigh, NC**  
Jul 24 - **Atlanta, GA**  
Jul 27 - **Dallas, TX**  
Jul 29 - **St Louis, MO**  
Jul 31 - **Chicago, IL**

## DO NOTHING/DO LITTLE RECRUITING (CONTINUED)



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(Continued from page 1)

The problem with bulk database distribution is: each job added to the database reduces the value of all of the other ads.

Three alternatives to bulk job distribution have emerged: Individual Job Syndication (**Best Internet Recruiting**), Controlled Job Circulation (**Hot Jobs**) and Do Little Recruiting (**Junglee** and **CareerCast**).

Each of the solutions offers an approach to reducing internal costs as well as providing clearer market targeting.

Individual Job Syndication is an automated form of media planning. The **Best Internet Recruiting** website allows you to target a single job posting for placement on a variety of services including:

- Online Career Center
- Career Web
- E-SPAN
- JobBank USA
- 4Work

Best of all, advertising performance is easily monitored and placements can be targeted.

**HotJobs** takes an entirely different approach. Job posting results depend on exposure to candidates. The more exposure, the more results. An account on **HotJobs** entitles the customer to a **limited** number of concurrent ads. By limiting overall job posting volume, **HotJobs** can ensure consistent exposure.

Where other services encourage bulk postings from large customers, **HotJobs** levels the playing field. No job posting is "more equal" than another. **HotJobs** reduces backend overhead by providing an astonishing work environment. All of the players in a recruiting process can communicate, comment and participate in a hiring decision.

Minimizing internal redundancies

### Key Links

- **Best Internet Recruiting**  
⇒ <http://www.bestrecruit.com/>
- **Hot Jobs**  
⇒ <http://www.hotjobs.com>
- **Junglee**  
⇒ <http://www.junglee.com>
- **CareerCast**  
⇒ <http://www.careercast.com>

is the focus of the "Do-Nothing" services. Both **Junglee** and **CareerCast** take the job postings from your website and post them elsewhere. The difference between the two services is simple.

**CareerCast** picks job listings from your site and posts them to the **CareerCast** database.

**Junglee** is (currently) a provider of "middleware". An individual firm can not purchase **Junglee's** services today. They perform the **CareerCast** function (moving jobs from your site to another destination) for large job databases. Their customers include:

- AOL Digital Cities
- CareerCity (soon)
- Boston Globe (soon)
- CareerMosaic (soon)
- CareerPath
- Chicago Tribune
- Classifieds2000 (Excite)
- CareerMagazine
- Wall Street Journal
- Westech Virtual Job Fair
- Washington Post
- San Jose Mercury News

The bottom line with **Junglee**? If you are an online recruiting service and not giving your customers access to **Junglee** Technology, you're headed down the drain. If you're posting jobs online and your service doesn't use **Junglee**, they're wasting your time and money.

Each of the four companies covered in this article offer features that reduce your internal costs. But, we

think that there's an even better world coming. A solid stab at a long term Electronic Recruiting solution will include:

- Individual Job Targeting
- Automatic Retrieval
- Collaborative Backend
- Integration with Current Tools
- Results Management

We'll let you know when we see it. Meanwhile, assume that if online recruiting seems to mean more administrative hassle, you're missing something.

-John Sumser

## SPIDERS (CONTINUED)

(Continued from page 1)

That's where spiders come in.

Simply, a spider searches the nooks and crannies of the web on your behalf. They map areas that the search engines miss. They collect information that you want and turn it into a database. They can collect email addresses, resumes or personal home pages (the resume of the 21st century).

We believe that the ultimate recruiting arsenal is likely to include custom developed spiders. But, it's unlikely that you will be able to acquire such a tool without having some hands on experience with using them. It really takes using them to understand how potent they can be.

Like "Do Nothing" recruiting services, spiders can be developed to reduce the drudgery of pure Internet Research. They can automate repetitive data collection tasks so that your team can focus squarely on Recruiting.

Here are a few of our favorites:

(Continued on page 13)



# 1998 Internet Recruiting Survey

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Welcome to the Annual IBN:interbiznet.com Internet Recruiting Survey. Your input on this survey will help shape the industry to meet your needs. We estimate that the survey will take about 30 minutes of your time to complete.

As a way of expressing our gratitude for your time and effort, we are offering a series of incentives described in Part D (page 10). They include a copy of our "Recruiter's Internet Survival Guide" (a \$100 Value) and a \$100 Discount on our seminars. The offers are extended to any professional recruiter who completely fills out the survey. The Results will be published in September, 1998.

The survey is divided into four areas:

- **A: Recruiting Tools** (the importance of various tools in Net Recruiting)
- **B: Vendor Evaluations** (the performance of various Internet based services)
- **C: Recruiter's Needs** (Does Internet Recruiting Work for you?)
- **D: Finishing Touches** (Name, Organizational Info, Incentives For Completing The Survey)

Please fill out all four areas completely. You may use a dark (Number 2) pencil or a pen. Many of the questions involve making a mark on a scale from 1 to 5. In all cases, a score of one represents a low score and a score of 5 represents a high score. Make your mark directly on the answer you want to record.

Examples:

1            2            3            5            or            2—3—4—5



## Part A: Recruiting Tools

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Please evaluate the following Internet tools in terms of their importance to your overall Recruiting Program	<b>Importance:</b> 1= Unimportant 2= Somewhat Unimportant 3 = Somewhat Important 4 = Very Important 5 = Required				
1. Internet Job Posting at Individual Sites	1	2	3	4	5
2. Broadcast Internet Job Posting (multiple postings from one site)	1	2	3	4	5
3. Targeted Internet Job Posting (pick posting targets from one posting site)	1	2	3	4	5
4. Response Management (a service that handles and filters responses to ads)	1	2	3	4	5
5. Advertising Agency Salesperson / Media Planner	1	2	3	4	5
6. Free Online Resume Databases	1	2	3	4	5
7. Fee Based Resume Database / Research Services	1	2	3	4	5
8. Your Corporate Web Page	1	2	3	4	5
9. Links To Your Corporate Web Page	1	2	3	4	5
10. Internal Coordination Between Recruiters	1	2	3	4	5

# Part B: Vendor Evaluation



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Service	Heard Of It?		Used It?		Job Postings	Resume Quality	Postings Results	Overall Rating
	Yes	No	Yes	No	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
@Work	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
4 Work	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Ad One	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Alta Vista	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
America's Job Bank	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Best Jobs USA	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Builder	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Cast	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career City	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Finder	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Magazine	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Mosaic	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Path	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Post	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Shop	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Web	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
CareerSite	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Classifieds 2000	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Computer Jobs Store	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Dice	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Dream Jobs	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
ESpan	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Get A Job	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Headhunter.net	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Heart	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Helpwanted.com	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Hot Jobs	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Info Works	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
ITTA	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Job Engine	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Job Trak	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
JobBankUSA	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Jungle	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
MBA Central	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
MedSearch America	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Monster Board	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Net Temps	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
OCC	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Recruiter's Online Ntwrk	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Talent Scout	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Tripod	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Virtual Job Fair (Westech)	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Wall St Journal	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
World.hire	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Yahoo	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5



# Part C: Recruiter's Needs

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Draw a line through the answer that best describes your level of satisfaction with the following aspects of Online Recruiting.

## 1. Quality of candidates

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 2. Number of candidates

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 3. Ease of Use

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 4. Speed Of Responses

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 5. Relevance of Responses (Resumes) To Your Requirements

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 6. Compatibility With Your Existing Systems

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 7. Pricing (compared to other recruiting alternatives)

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 8. Customer Service / Technical Support

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 9. Relevance of Responses To Your Requirements

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

Place a check mark (  ) next to the best answer for each question.

1. Does your company post jobs on the local newspaper's website?  
 Yes     No     Don't Know
2. Do you experience labor shortages outside of the High Tech arena?  
 Yes     No     Don't Know
3. Does your company have formal procedures for Internet Recruiting?  
 Yes     No     Don't Know
4. Does your company use its website for Recruiting purposes?  
 Yes     No     Don't Know
5. Is it easy to get your job openings posted on your company's site?  
 Yes     No     Don't Know
6. Do you get adequate results from posting on your company's site?  
 Yes     No     Don't Know
7. Has your company tried to build traffic to its website?  
 Yes     No     Don't Know
8. Have you personally participated in efforts to increase traffic?  
 Yes     No     Don't Know
9. Are there special techniques that make job postings more effective?  
 Yes     No     Don't Know
10. Do you use an special techniques to improve job postings?  
 Yes     No     Don't Know
11. Do you think effective Internet Recruiters require formal training?  
 Yes     No     Don't Know
12. Is Internet Recruiting training available in your organization?  
 Yes     No     Don't Know
13. Have you had any training in Internet Recruiting?  
 Yes     No     Don't Know
14. Do you belong to a professional group that helps improve your skills?  
 Yes     No     Don't Know
15. Have you ever used a Spider?  
 Yes     No     Don't Know
16. Do you use the latest versions of Internet Tools (browsers, email)?  
 Yes     No     Don't Know
17. Have you ever visited or read a "Newsgroup"?  
 Yes     No     Don't Know
18. Has your company ever purchased "online banner advertising"?  
 Yes     No     Don't Know
19. Do you have an email account at work?  
 Yes     No     Don't Know
20. Can you get on the Internet from your desktop?  
 Yes     No     Don't Know

# Part D: Finishing Touches



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Thank you very much for taking the time to fill out this year's survey. In gratitude for your investment of time and energy, you may request any of the following. Check the boxes that apply. Please note that these offers are available only to Professional Recruiters who have completed the survey in full. Responses must be received by July 15, 1998.

- Send Me A Coupon For An Additional \$100 Discount On An IBN Seminar
- Send me my copy of the Recruiter's Internet Survival Guide (limited to first 500)
- Please make sure that I stay on your mailing list
- Please send me a copy of the Executive Summary of this survey (mid September 1998)

Name _____	Company _____	Title _____
Address _____	_____	Email Address _____
City _____	State      Zip _____ , _____	Primary Industry _____
Are You A _____ Recruiter In HR _____ Contract Recruiter _____ 3rd Party Recruiter _____ Internet Research Professional	Education: _____ Completed HS _____ Some College _____ Undergraduate Degree _____ Postgraduate	Size of Company: _____ 1 to 100 (# of Employees) _____ 101 to 1,000 _____ 1,001 to 5,000 _____ over 5,000

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Internet Recruiting Survey  
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 Mill Valley, CA 94941

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Seminars: Page 5

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# ELECTRONIC RECRUITING NEWS: SUBSCRIPTION WEBSITE



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The key to successful online recruiting is a mindset. The tools change. The opportunities change. The requirements change. The mindset stays the same. The trick is keeping abreast.

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### BASIC SOFTWARE

1. Starter Tools
2. Browser Tips

**"If you give us 10 minutes a week, we'll keep you current."**

# 1998 ELECTRONIC RECRUITING INDEX: ADVANCE ORDERS

The 1998 Electronic Recruiting Index (1998 ERI) is in the works. Scheduled for Publication in late August, 1998, this is the third in our annual series of Industry Analyses.

Our research team has been busily evaluating the 15,000 Websites that featured recruiting information

during the past year.

There are two components to the ERI. Part I covers the strategic changes in the industry. It offers a ready reference to changes in Internet Technology. It covers the tactics that will turn your online recruiting operations into profitable enterprises.

Part II is our evaluation, on a site by site basis, of all online recruiting operations. It will be delivered as a subscription to an online database.

Prepublication price: \$995  
Retail: \$1,495



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## ROAD HAZARD: GETTING FLAMED

If you use the net for recruiting, you **will** get "flamed". According to Joe Vitale, Houston net marketing specialist and author of the

**"...Mark Twain and P.T. Barnum collected crank letters with the idea that someday Twain would write a book about them"**

book, "**CyberWriting: How to Promote Your Product or Service Online (without being flamed)**" (AMACOM, \$18.95) there are several appropriate ways to handle flames:

### 1. Remember the new prime directive of cyberspace.

"Write in kindness," says the author. "As long as you soften your heart, take a deep breath, and write a kind message back to the flamer, you will end the flame war, neutralize the flame you received, and make yourself and the flamer feel better."

### 2. Delete the message before reading it.

"If the header on the message you are about to read says something like 'YOU FOOL!,' you know you are about to read a flame," says Vitale. "You would be wise to delete the message and save yourself the aggravation of reading it."

### 3. Forget it.

"A fundamental truth in human psychology is that people will defend to the death their belief that they are right," writes Vitale. "You have to be secure enough in your own self-esteem to let the flamer off the hook and not retaliate."

### 4. Save them for fun.

Did you know that Mark Twain and P.T. Barnum collected crank letters with the idea that someday Twain would write a book about them? Twain never wrote the book, but the idea made receiving those awful letters easier.

Vitale's 180-page paperback also offers an adapted 1903 secrets for making money online, shows how to write cyber-sales letters and -news releases, and describes a new formula for writing ads online that get results.

"**CyberWriting: How to Promote Your Product or Service Online (without being flamed)**" is Vitale's seventh book. He also wrote "**The AMA Complete Guide to Small Business Advertising**" for the American Marketing Association.

"**CyberWriting**" is published by AMACOM, the book division of the American Management Association. It can be ordered online at **Amazon Books**

<http://www.amazon.com>

- John Sumser.

Read The

**ERN Online Daily:**

[www.interbiznet.com/hrstart.html](http://www.interbiznet.com/hrstart.html)

## RECRUITER'S TOOLKIT: USEFUL SPIDERS

(Continued from page 6)

### ITTA's Resume Robot

<http://www.it-ta.com>

For about \$600 per month, you can have an account on the Resume Robot. Each night, it scavenges the web for new resumes that meet your pre-established criteria. It then sends you the resulting database. You get the first shot at candidates as they enter the job market. The service can also be configured to send a predetermined note from you to a candidate once the Robot discovers the resume. Not only are you the first to know, you're the first to make contact.

### Roverbot

<http://www.roverbot.com>

You won't get customer service from the folks at Roverbot. You will get very targeted email addresses for ten cents apiece. You give the service a starting point Web Address and it ferrets out the email information. It is great for contacting college students.

### Web Snake

<http://anaserve.com/anawave/websnake/>

Websnake gathers email addresses from your desktop. Where Roverbot charges for each email address, WebSnake is like any other desktop software. Pay once and it's yours. A trial version and tutorial is available from the company's website.

### WebMole

<http://www.webmole.com>

Like Roverbot and Websnake,

Webmole is an email spider. Its difference is that it will send an email message to each of the addresses you discover. Handled delicately and precisely, it's a remarkable tool. Be careful, though. Undisciplined use will result in your Internet Accounts being shut down.

### WebSleuth

<http://www.promptsoftware.com>

Rather than going to lots of search engines, one at a time, try WebSleuth. It collects results from all over the net and then creates a database on your computer. You can easily search the results without having to wait.

We'll tell you more about spiders in upcoming editions.

- John Sumser

An amazing array of visionary companies have jumped headfirst into Electronic Recruiting. These two tables showcase two interesting developments. On the left hand side of the page is a partial list of companies who recruit Truck Drivers using websites, job posting services and resume databases. On the right hand side is a list of the best (out of nearly 100) free resume databases. Great Internet Recruiting steers clear of these highly trafficked spots. But, you may as well leave no stone unturned. - **John Sumser**



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## WHO'S RECRUITING ONLINE? WOULD YOU BELIEVE TRUCKERS?

800 Drivers  
All States Trucking  
America's Driving Force  
Anderson Trucking  
Blooming Prairie  
Brenner Tank, Wichita, Inc.  
Career - Trucking - Warehousing  
Century Services, Inc.  
Dean Company Recruiting  
Direct Transit -Job Openings  
Direct Transit, Inc.  
Driver Application - Road Watch America  
Eurofreight Job Centre  
Greyhound Lines - Jobs  
Hall Truck Center  
Harris Transport - Job Openings  
Helping Hands Enterprises, Inc.  
Hi-Line Employment Opportunities  
Hotplant  
Larry Burns Trucking  
LNF / Carrier Service, Inc  
Majestic Truck Services  
Melton Driver Application  
Midland Transportation  
Oskaloosa Truck-Trailer Clinic  
Overdrive Job Link  
Prestige Transportation Systems, Inc.  
Professional Employment Services  
Recruiting Services Group  
Roadsites Job Links  
RWA  
Schneider National Career Opportunities  
Seaboard Farms  
Single Source Transport  
Smithway Motor Xpress  
System Freight  
TIPS  
TMC Transport -Employment  
TN Driver Referral Form  
TransAm Trucking  
Transpersonnel, Inc.  
Transport Career Web  
Transportation Jobs & Employment Hub  
Truck Drivers  
Truck Drivers Job Outlook  
Truck Drivers Job Directory  
Trucker's Connection Info Form  
US Xpress  
Wabash National - Job Openings  
Werner Employment

If you want the working links, visit **our archives**:  
<http://www.interbiznet.com/ern/archives/980330.html>

## THE BEST OF THE LOT: FREE RESUME DATABASES

**A+ on-line Resumes:** by industry/category and by geographical location. Not many resumes currently.  
<http://ol-resume.com/category.htm>

**America's TV JobNetwork:** by industry/position. Lots of management resumes.  
<http://www.tvjobmet.com>

**Career America:** Entry level.  
<http://www.careeramerica.com>

**Career Magazine:** Lots of resumes, lots of recruiters.  
<http://www.careermag.com>

**Career Mosaic:** Over 50,000 resumes. The best.  
<http://www.careermosaic.com>

**Career Shop:** Free registration is required.  
<http://www.careershop.com>

**Future Access Resume Inquiry:** biotech, hardware and software engineering, sales and marketing, and HR.  
<http://www.futureaccess.com>

**HawleyNet Resumes:** Big database, hard to navigate.  
<http://www.hawleynet.com/resume/search.html>

**HeadHunter.Net:** The best of the free job posting sites has a reasonably well groomed set of resumes.  
<http://www.HeadHunter.NET/resfnd.htm>

**Internet Career Connection:** Over 50,000 resumes; miserable to use.  
<http://www.iccweb.com>

**Internet Career Exchange:** 1000s of resumes, easy to use.  
<http://www2.softechcorp.com/ice/ice.html>

**Resume Bulletin Board:** Lots of resumes, lots of work.  
<http://www.sundaypaper.com/wwwboard>

**Resume Plus:** Includes geographical preferences  
<http://www.resumepls.com>

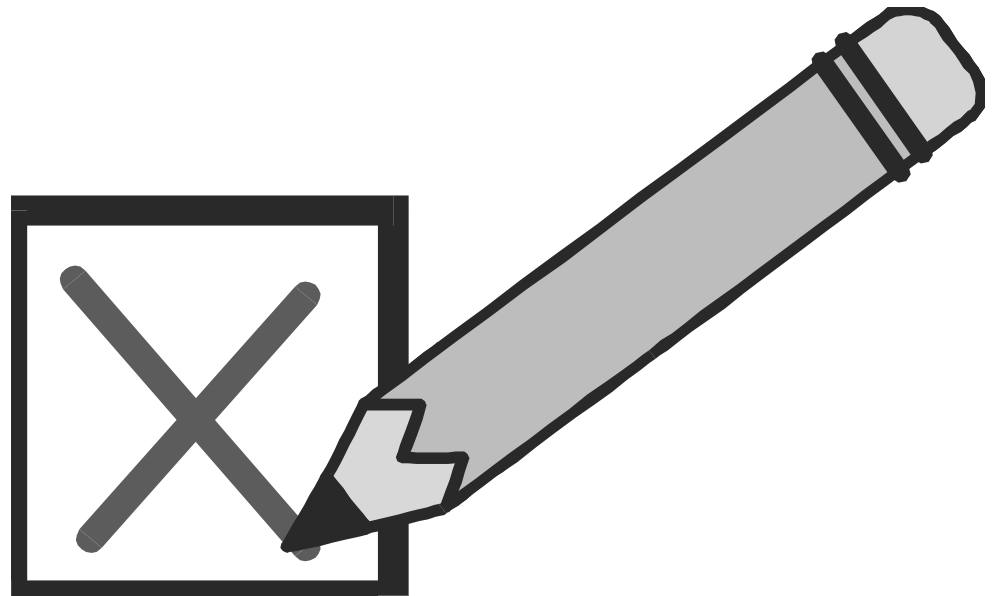
**Resume'Net:** 1000's of resumes, 60+ categories  
<http://www.resumenet.com>

**ResumeXPRESS:** Lots of resumes, lots of work.  
<http://amsquare.com/database/index.html>

**World Wide Web Employment Office:** Lots of work.  
<http://www.harbornet.com/biz/office/annex2.html>



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- A Coupon For \$100 Off On Our Seminars
- A Copy Of The Survey's Executive Summary (mid September)



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