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The Overlooked Job Search Marketing Tool: Your Email Address

By Martin Yate

Stan Honda, AFP/Getty Images

In a competitive job search, the little things can make a big difference and the way you introduce yourself is one of them. As one of the first things any recruiter or potential employer sees, your email address is s a powerful marketing tool that the smart job hunter doesn't miss. But for job hunters like binkypoo@yahoo.com, bigboy@hotmail.com and DDdoll@live.com it's a lost opportunity.

Now might be a good time to retire those college era addresses like binky, bigboy, and DDdoll, or at least restrict them exclusively to non-professional activities where they won't detract from your professional reputation.

Your ISP allows you to use a number of different e-mail addresses, so take advantage of this and add an e-mail account devoted exclusively to your job search and career management affairs. Create an email address that speaks to your professional identity, for example, SystemAnalyst@hotmail.com or TopAccountant@yahoo.com. A profession-focused email address acts as a headline that tells the recipient who is calling, and offers some idea of what the communication is about.

When names like TopAccountant@yahoo.com are already taken, you will be encouraged to accept something like topaccountant1367@yahoo.com. You can do better. Try adding your **area code**: TopAccountant516@yahoo.com, your **zip code**, TopAccountant11579@yahoo.com, **combine them**Top516Accountant11579@yahoo.com,or your **town**, TopAccountantSeaCliff@yahoo.com.

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You might also try an address that is profession-specific, TopAccountantInsurance@yahoo.com and combinations of these, such as Top516AccountantInsurance@yahoo.com, which would tell a Long Island NY employer that you are a top accountant living in Nassau County. Each adds useful information to an employer in your local target market, but won't detract for someone outside of that market.

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