



The Hidden Opportunity in LinkedIn Job Alerts

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LinkedIn sends me a lot of emails in a week. They're usually notifications for connection requests or popular posts from industry leaders. All too often, I delete them without even reading them.

However, there's one email that I always look forward to and that's LinkedIn job alerts. But that wasn't always the case.

A few weeks after becoming a freelance copywriter, I'd exhausted my list of friends and family who could refer clients to me.

Like most newbie copywriters, I had to find a different approach to building my clientele. LinkedIn was the perfect platform to help achieve this. After all, it is home to over 57 million companies across 200 countries!

LinkedIn Jobs

As a freelancer, I wasn't looking for regular employment within an organization. I wanted the exact opposite — few working hours, better pay, and the choice to pick my workload. But a lot of the jobs posted on LinkedIn are for full-time positions.

Not ideal, but I still applied. I hoped someone would see my potential and hire me.

I created job alerts for a copywriter, junior copywriter, freelance copywriter, SEO copywriter. Anything to do with copywriters or copywriting I created job alerts for.

Every time the alerts popped into my inbox, I'd immediately jump on them. I'd submit my resume along with my samples. In my detailed cover letter, I'd mention I was a freelance copywriter and what I could bring to the team.

95% of the time, I would never hear from the recruiters. For the other 5%, I would get the standard rejection email. Thank you for applying, but we found someone more suitable for the role.

After a couple of months with zero results, I started hating the job alerts. They were a daily reminder I wasn't as good as a copywriter as I thought I was. Talk about imposter syndrome kicking into full gear!

I eventually reached out to my HR friends to find out why I wasn't getting any positive responses.

What they told me completely changed my perspective towards job alerts.

Know Your Audience

Recruiters, on average, [receive around 250 applications](#). By saying I was a freelancer, they ruled me out from the get-go. Recruiters weren't looking for freelancers to fill a full-time position. They wanted a full-time employee.

My mistake was applying for a full-time role as a freelancer.

Basic copywriting 101 — read the specs!

I also needed to understand why there was a job opening. Either the person in the existing role was leaving and needed replacing, or the company was growing and needed more staff. Sometimes it could be both.

Replacing an existing employee with a new hire takes time. According to a [2020 Yello Interview survey](#), the average time-to-hire across all industries is three to four weeks. Sometimes even longer if the right individual isn't available.

If the company is growing, the extra work needs to be distributed among the existing team members.

Whichever the reason, the staff had extra work for at least a month. This could impact the quality of work. And this could impact the quantity of work.

The Hidden Opportunity in Job Alerts

This got me thinking.

While HR was sorting through 250 applicants, the marketing manager needed someone NOW!

I stopped looking at the job alerts as *potential jobs* but as *prospective clients*.

I would:

- visit their website to get a feel of their voice and tone.
- read a few of their blogs and check their social media posts to find topics I could pitch.
- find out who oversaw marketing or content creation and connect with them on LinkedIn. If I couldn't connect with them, I would look for their email id on [io](#).

In my email to the marketing manager, I'd mention I saw their job posting and wanted to reach out. As the hiring process would take time, I wanted to offer my services as a stopgap. I'd then suggest three topics I could write about. This showed I knew their industry, target audience, and could hit the ground running.

So, What's the Point of LinkedIn Job Alerts?

One, it shows me which companies in my niche have an immediate need for a copywriter.

Two, I don't waste time reaching out to companies that don't have a need for copywriters.

Three, it provides me the opportunity to pitch my services to the right companies.

Four, it allows me to position myself as a problem solver to the marketing manager.

And five, it lays the foundations for a relationship with the company in the long-term.

If I get the job, I can showcase my skills and talent, and hopefully convince them they don't need a full-time employee. If they still go ahead, I let them know I'd be happy to help with any future projects. Chances are they would reach out to me since they already know my work and are happy with it.

It's a win-win for everybody.

If you've been looking for a way to find potential clients, I hope you'll try this hidden opportunity for using LinkedIn job alerts!

Let me know your thoughts in the comments.


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