

**TOOLS TO MOVE UP
THE HIDDEN JOB MARKET**



THE HIDDEN JOB MARKET

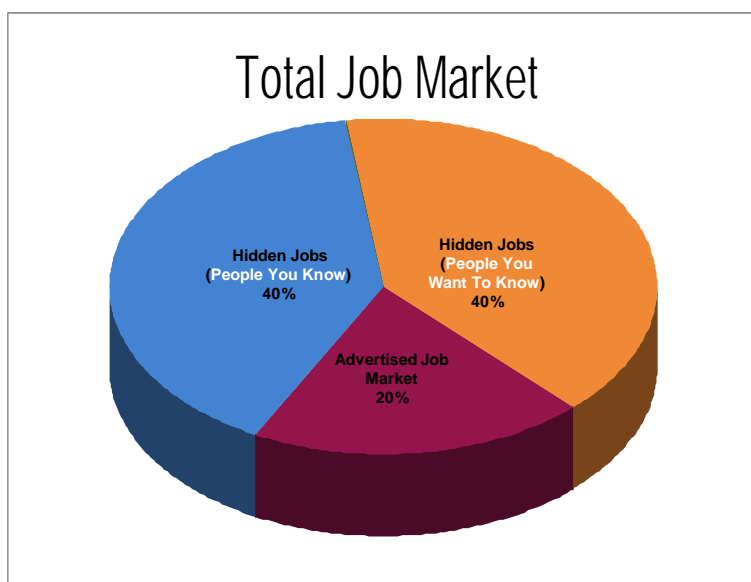
This is a very important, perhaps the most important section of the entire program.

Most job seekers have very little to no knowledge or experience with this 20-40-40 approach, and especially THE HIDDEN JOB MARKET.

But first let's do a quick recap.

To this point, you've developed all of your personal marketing tools: a) having the right resume; b) being prepared to present yourself well in an interview; c) knowing how to follow up; and d) accepting an offer. Now it's time to put your marketing tools to work.

The chart below represents a depiction of how and where you can focus job search efforts.



Note the three distinct components. Each represents a sector that can be targeted for your job search, and each requires a different approach.



Brief Description of 20-40-40

20% relates to the published job market. This pertains mostly to the electronic and internet component of your job search which will be used to post your resume, respond to ads, connect with agencies, search firms, etc.

80% relates to the unpublished or HIDDEN JOB MARKET. This is a very powerful component of your search if time, effort, and commitment are applied. It can potentially yield the greatest results.

- **40%** of the hidden job market (People you know) pertains to strategic connection with ALL the people you know.
- **40%** relates to (People you don't know), but you're going to become thoughtful and strategic about identifying and whom you should connect.

Approach to the 20% Part of Your Search (Advertised Jobs)

The first thing to realize is that the notion of taking your resume and blasting it out and posting it to every job search engine website, leads, and any of the other internet resources in hopes of the right job and the right person finding you will likely gain you this...a lot of spam, non paying sales job inquiries, and junk email responses. Why is this?

There are at least two reasons:

- 1) Obviously thousands of uninformed job searchers are in the marketplace and have no specific plan of action are doing just that...blasting, shot gunning their resumes with the hope of being found; and
- 2) All of this random-type activity has the impact of coming across as simply spam-like junk in the internet job board world.

So how do you approach it? Planning and strategy followed by thoughtful action and execution.

This is how we started this process, how you must continue the process, until you end the process by Getting Hired.

Attitude is Part 1 of an organized approach to engaging this 20% portion of your search. Your attitude and perspective about yourself must be in balance. This means:

- Accepting your situation of being unemployed;
- Managing your attitude around this fact so that you can remain in a mental place that allows you to think clearly and make good decisions about your approach;
- Refer to the goals and target positions you established for yourself in the beginning of creating your job search plan; and
- Stick to targeting opportunities and leads vs. the shot gun approach



Preparation is Part 2 and entails thought, planning, and action around the following:

- With your thoughts organized from Part 1, decide how much of your search day/week will be focused on researching and/or targeting an approach to companies you are interested in; time you will spend on line; time you will spend on the phone; and time you will be out meeting, talking with, and building relationships.
- Decide on the geography, state, or cities that may be of interest to you and concentrate your research efforts here.
- Now spend time reading articles and targeting organizations that interest you and fit criteria of the desired type of company you are interested in.
- Start taking a company at a time and be thoughtful and professionally creative about identifying a specific opportunity or opportunity area within the company that attracts your attention.
- Be mindful that you will need to take your basic marketing tool (resume) and tailor it to the specific situation you are targeting making sure to include words, functions, and your experience that meets and/or translates to the opportunity. This takes time, thought, and effort. You are targeting now...not using a generalized approach. With practice you will be surprised at how good you can get at this. Of course, if need be, hire a writer to help add “pop” to your written words. (Remember to refer to the Resume Action Words sheet in Section 2.)
- Forget about being obsessed with the quantity of your output, instead be focused on the quality of research and applied action to that research.

Use of Technology in Part 3 can now take advantage of the strategic and targeted thinking you’ve done in Part’s 1 and 2 above to more specifically utilize the internet and electronic approach job searching. Here are the job sites you should consider depending upon your strategy:

- Monster
- Career Builders
- LinkedIn
- Ladders

To see the most job postings, you are generally best off with job aggregator sites such as *Indeed*, *Simply Hired*; *Juju*, etc. When your search results appear, you can set up an email alert to keep getting relevant results. To be most effective and efficient, do no spend more than one hour per day conducting internet job board searches.

- Indeed
- Simply Hired
- Juju

If you are trying to get phone numbers or email addresses for people, try the following:

- Argali (free download) or
- Zabasearch: for phone numbers
- Wink: for phone or email check social network profiles



Approach to the 40%/40% Part of Your Search (People You Know and People You Don't Know)

This information applies to both 40% sections, the people you know and don't know.

The first thing you will want to know in the next two 40% sections is that:

- This is the Hidden Job Market where 80% of the available and/or potential jobs are commonly unpublished to the general job search public. Believe it or not, most job searchers have no idea about this critical part of a job search.
- Additionally, a significant part of jobs that are filled come from this area. Why? Because by and large, most employers prefer to hire people they know, or whom they like. When you approach your job search in a very focused manner in this 80% area, you are or can become the candidate that an employer knows and/or likes that gets the job that never appeared in the advertised job market.

Working this 80% part of your job search is often referred to as **Networking**. It's the **High Touch** portion of your search. It's:

- Connecting with people
- Building relationships with people
- Helping and giving to other people
- And asking of other people when appropriate
- It's all about establishing, rekindling, nurturing, caring about other people sincerely, in other words building relationships. That's when they will be interested in helping you.
- **It takes time, patience, and sincerity.**

Create your list is Part 1 and involves building an exhaustive and comprehensive list of:

- a) Everyone you know that could be a potential conduit to an unpublished job opportunity; and
- b) All the people and/or company's you would like to establish a relationship with whereby you can eventually explore unpublished job opportunities.

(Use the worksheet enclosed to develop both lists.)

Begin developing the first list by:

- Thinking back through all your jobs and making a list of everyone you can think of
- Now think about making a list of all your family members who might represent leads
- Move on to building a list of all of your friends
- Make a final list of all your acquaintances
- Prioritize the lists by those you think might be most helpful to your search to those you think least helpful



And proceed to developing the second list by:

- Identifying companies you are interested in
- People who are doing the jobs that most interest you
- Seminars and workshops that are in your field of interest

Quality vs. Quantity is Part 2 and involves moving back into your creative mental mood. This part pertains to both this and the next 40% section. This means, let's check our mindset to reinforce that we're focused on quality not quantity, strategic not shot gun approach to working with this part of our search. Even though you may "know someone", you should still be thoughtful about how you engage with them about your job search needs.

Actually, in both 40% sections, there is a strategic, creative and relationship sensitive part of this process that is very important. The fact that employers tend to hire people they know and like usually has everything to do with relationships.

With friends, family, former work associates, and acquaintances, there's usually a relationship that exists. Going through your list, reflect on the nature of the relationship you have with any one of them. When did you last speak with them. Decide if you need to rekindle the relationship first. With thought and practice, you will determine who and how you can approach each person you know to give and leave the right and best impression about a job search.

With your list of companies, jobs, and/or people doing what you would like to do your objective is to look for ways of directly and indirectly to connect with these sources. In doing so, the idea is not primarily to "ask for a job", but more so to look for opportunities to establish a relationship based on knowledge-exchange around the field of interest.

