

## TAP INTO THE "HIDDEN" JOB MARKET WITH THESE FIVE STEPS

### 1. DEVELOP TARGET EMPLOYER LIST:

The first thing you need to do is to develop a list of employers who have the type of job(s) you are interested in, in the locations you want, and are employers you would like to work for. This JOB OPPORTUNITY LIST should include all companies that would likely have positions for which you would be qualified. It might be very long or very short, depending on your requirements.

### 2. RESEARCH THE COMPANIES ON YOUR LIST

Once you have your job opportunity list together, use the Internet to do a little research on each potential employer. Use the company's web site to read about the company, its mission, its products, any current news, and most importantly, find a company directory. Use the directory to find out who is the director or supervisor of the department you want to be hired into.

### 3. LOOK FOR AND APPLY TO ADVERTISED JOBS

This is a good way to remain proactive in your search. However, extend your efforts in a couple of ways. Keep paper copies of:

- ♦ all on-line applications (print out each page as you complete it and before you move to the next page)
- ♦ any letters you send (copy and paste the wording you used onto a Word document, date and identify to whom you sent it; and
- ♦ if you changed your resume copy that you pasted into a site, copy and paste it to a document for future reference.

Advertised jobs should not be your primary means of finding your next job, but you should still spend a little time and see what types of jobs are being advertised in your area. Pay special attention to jobs advertised by companies on your job opportunity list.

### 4. START MAKING CONTACTS

This is where you can start separating yourself from the competition. Most job seekers just won't make direct contact with potential employers. They are not comfortable applying for a job unless the potential employer has put up a big blinking sign (advertisement) that says, "We have a job opening, please send us your resume".

Make direct contact with the employers and let them know about you, your qualifications and experience, and your interest in working for their organization! Some ideas:

- ♦ Develop a strong broadcast letter and mail that with your resume including in the closing that you plan to follow up within a short period of time to discuss potential opportunities.
- ♦ Identify managers in the areas where your talents and value would be utilized, and make some calls. Keep in mind the rule of thumb that you may have to call someone up to eight times before actually speaking to a human! Do NOT leave seven voicemails. Leave one voicemail. Try several more times to speak to the person. Also try to break through the automated guard moat by pressing "0" to reach an operator. If you are successful, you might say, "I have been trying to reach Sally Stone, might you be able to connect me to her; or "Is she in the office today?, or "Might you suggest a good time to reach her?"

## **5. BE PERSISTENT AND FOLLOW UP**

Once you are making contacts and sending out resumes, you must be determined to follow up. Just sending out a resume and hoping for an interview won't get you hired faster than your competition. Have a consistent habit of following up with decision makers after a couple of days have passed. You are NOT being pushy by doing this, you are being persistent

### **Summary**

Seriously follow these steps and you will see results. Tapping into the hidden job market will put you ahead of ninety-five percent of your job search competitors. Don't ever hesitate to make direct contact with employers. Employers like to use the hidden job market because it is much cheaper and faster to fill jobs this way.

To learn more insider information about tapping into the hidden job market, hot jobs, and job salaries, go to [www.find-jobs-fast.com](http://www.find-jobs-fast.com)