



Career Center

The Career Center by Resume-Resource.com

Section: Secrets of the hidden job market and how to pursue it:

Fact: Most available jobs are not advertised positions.

Fact: Many of the best companies to work for have no need to advertise positions because people continually apply there.

Fact: You must send a resume to every company and organization that employs people in your profession.

Fact: Using lists and directories to locate potential employers and making contact with every one of them produces results well beyond only using job boards.

Everyone knows how to find local job listings in newspapers and the hundreds of specific job board websites. The venues of highest readership are simply too expensive for most companies, require a more involved process to find talented people, and/or always produce the same group of applicants or applicant types over and over again.

Don't misunderstand this, as millions of people land jobs using the job boards and newspapers and you had better not leave out searching for jobs and posting your resume to these out of your to-do list.

Because only a limited number of hiring companies utilize these methods of finding qualified applicants YOU HAVE TO FIND THEM too. Being resourceful and identifying opportunities that don't publicly exist gives you an edge over all of the labored, lazy and completely un-resourceful majority of job applicants out there. Trust there is no exaggeration here whatsoever. As former recruiters, coaches and professional resume writers, we have seen people spend upwards of \$1,000 for coaching and professional writing services then completely fail to execute on an effective job search with it.

Identify and go after EVERY single possible employer with no exception. It isn't your job to care whether they are currently accepting resumes or applications or aren't hiring right now. It just doesn't matter. Job hunting can be a numbers game and the more contacts you make the better. Your goal is not to just find a job. Your goal is to accumulate as many connections and communications as possible. This eventually turns into the task of accumulating opportunities to interview, score several interviews and then collect job offers. The key word is the plural "offers".

The alternative is where 90% of your competition hangs out just praying for A job offer, some kind of an offer to get a job – jumping at the first offer if they find one without the luxury of being able to compare multiple offers.

Landing a job is tough. Better stated landing a good job is for most people extremely difficult. You can feel fortunate if you receive an offer and there may be no better alternative. This is common. Our point is that you cannot avail yourself the opportunity to choose between offers unless you spread out and connect with as many people as possible – whether or not you “think” that every single one will be worth contacting. Contact them anyhow. Everyone else probably feels the same way that you do. Remember that the best companies often don’t have to advertise and frequently turn applicants away at the door. They will not turn away the mailman who is carrying the envelope containing your resume addressed to the owner or highest up person you can identify.

Action steps for making contact

1. Assemble a superb resume that is deemed complete after being reviewed by three other people. Family, friends, co-workers or former co-workers or other peers.
2. Set up a profile on national and local job boards. Keep your personal information and the names of companies you’ve worked for confidential.
3. Search for job opportunities on as many job boards as possible.
4. Scour the local paper for job ads
5. Read the business section of the paper where individuals are identified for professional achievements, promotions and retirements. Has someone been promoted or is someone planning to retire from a position you might be after? **Read the local business section of your newspaper regularly whenever you’re looking for a job.**
6. Add prospective employers to your contact list that you find in the phone book.
7. Look up your prospective employers using online business lists and directories. Some suggested sites are listed below.
8. Google the terms that describe what you do, include a location and include common employment terms. (Sample: “tax accountant, accounting, budgeting, hire, position, Reno, NV) Invent variations of these to search different ways. There are old, outdated job postings out there hiding.
9. Look up EACH and EVERY ORGANIZATION you identify on the internet to find out who the key contacts are at each company. Search by company name (and location if necessary). Find websites mentioning the company that don’t belong to the company itself.
10. Trick: To find people that work at an organization you’re adding to your list, do a search for published email addresses. Say you want to make contact with XYZ Industries and their web address is xyzindustries.com. Look up this exact search using quotation marks exactly like this:
“@xyzindustries.com” High up people make the news, are mentioned in newsletters, contribute to charities, and participate in clubs frequently using a work email as a contact.

11. The highest up person in the company hierarchy above your desired position that you can identify is your primary contact. If not known, address your correspondence to “President”, “General Manager”, “Human Resources Manager” or simply “Owner”
12. Follow these steps CAREFULLY: (1) Mail your resume and cover letter to your contact at every organization on your list. Update your list to show the date mailed and who you attempted correspondence with. (2) The following day Email your resume and cover letter to the individual if possible. If not possible then fax it. (3) On day three pick up the phone and call them to verify they received it. That’s all. Don’t ask any further questions. (4) Update your list to document all of your contacts to date with each organization. (5) Un-reachable individuals or human beings in general – keep calling them every third day until you get a response.
13. One week later if you have not heard from anyone pick up the phone and call them back. Simply state that you submitted a resume and that you want to follow it up. Try to ask for and talk to whomever you spoke with last at that organization and call them by their first name.
14. Continue the follow up calls every week until you receive a conclusion from them. You will perhaps make them say “No” but get them to commit to holding your resume for the next available opening in the future. Your intent is to produce one of three outcomes being: 1) a flat out “No” were not hiring and we’re not interested in you. 2) we’re not hiring but we will keep your resume for future consideration. Or 3) we are interviewing or plan to in the foreseeable future and you will be considered at that time.
15. Repeat steps 2-14 every four months until you have the job. Use the [Job Search Log](#) to keep track of every contact.

Online references:

Business lists by industry, location, business size, age, revenue levels are available from:

MacRAE’s Business Directory - <http://www.nexport.com/index.cfm>

Sales Genie - <http://www.salesgenie.com>

Info Usa - <http://www.infousa.com>

US Dept of Labor local employer locator

http://www.acinet.org/employerlocator/emp_loc_industry1.asp?nodeid=18&action=occupation