

Hidden Job Market Tips



Did you know that as many as 75% of all available jobs are never advertised?

Here are some tips to penetrate the Hidden Job Market.

1. Networking. The most important first step in accessing the hidden job market is to network. Get out there and talk to anyone and everyone who may be able to give your insight into where there are jobs.

2. Research potential employers. Since you'll be applying for a job without seeing a job description, it's important to research the company to find out as much as you can about the tasks, skills, and experiences they may be looking for. This will help you to write a resume and cover letter that is relevant to their organization.

3. Learn how to sell yourself. When a company has not requested resumes for a specific position it can be difficult to get the attention of the key decision maker. After researching potential employers you should have a better understanding of what they're looking for. Use this information to sell yourself.

4. Get your resume to the right person. If you're networking or company research produced the name of a person who is responsible for hiring then start by calling the company and verifying that person's name and contact information. Once you have a person's name you can send a personalized cover letter and resume. In the letter, be sure to state exactly what kind of job you're looking for. Simply saying that you're looking for any available position does not make you come across as a good candidate.

5. Don't take "no" for an answer. It's rarely easy to get the attention of decision makers in a company. Even once you know the proper person to contact, you still have the task of getting your resume into his or her hands. In this situation persistence really does pay off, so stick with it.

The key to getting through to them is to anticipate what problems you may encounter and have a plan for how you'll deal with them. Some of the most common problems you're likely to face are gatekeepers such as secretaries, voicemail and not being able to contact the hiring authority.